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Stack 2

BROADCASTING

Broadcast Advertising

USED
UNIVERSITY CENTER BOOKSTORE

Vol. 15 • No. 11

DECEMBER 1, 1938
WASHINGTON, D. C.

Foreign
$4.00 the Year

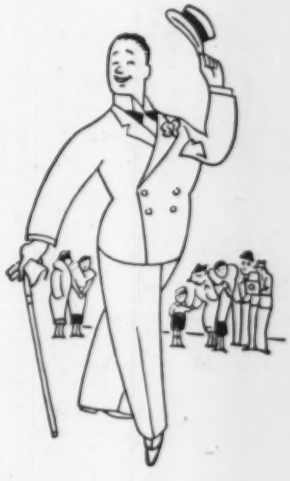
$3.00 the Year
15c the Copy

Published Semi-Monthly, 23th issue (Yearbook Number) Published in Febr[illegible]

SCHOOL OF BUSINESS ADMINISTRATION
Miami
University

OLD FRIEND . . .

New Style



As long as everybody else is nominating the literary champions of the year, crowning them with encomiums, bay leaf and tender laurel, we might as well take a crack at it ourselves here at WOR. Our award for the best literary effort of 1938 goes to a Mrs. Balt, a little old lady whose letter fate, or our mildly forlorn mailman, decreed should be the 1,000,000th WOR received so far this year. Lately, tiring of the wars and the uneasy times, Mrs. Balt's letter reaches us in a mood for kind reflection. "I've listened to WOR as long as I can remember," she writes. "It is an old friend to me." That, reader, is the perfect touch—to be known as an old friend. Let life eye us with the gaze of a broody bird, or the moths build bombproof shelters in our old dinner jacket, all's well with a station that can pull 1,000,000 letters within the ten-month and be called old friend. Come to think of it—1,000,000 people buy things, too—particularly if they're recommended by an old friend! He holes up at a place known as 1440 Broadway, in New York. Catch on?

WOR

NOW

WLS HAS ALL THREE

WLS 1 CHICAGO

Maximum 50,000 Watts Power

WLS 2 CHICAGO

100% High-Fidelity Modulation

WLS 3 CHICAGO

Efficient 586 ft. Vertical Radiator

The new WLS Transmitter, in use since November 12th, combines the above three elements for maximum coverage and best reception—in the nation's second largest market.

RESULT:

1. It will increase the station's ½ MV/M area to add 862,000 radio homes—a 42% increase; increase the same factor in Iowa 100%; 198% in Indiana and 407% in Michigan.

2. The 2 MV/M area is increased to add 31 more cities of over 5,000 population, totaling 683,000 people. And in addition provide even better reception to Metropolitan Chicago and midwest markets.

Note: While these figures are based on preliminary engineering projections, we believe them to be, if anything—conservative.

WLS Gets Results

WLS

THE PRAIRIE FARMER STATION

Burridge D. Butler, *President* **(Chicago)** Glenn Snyder, *Manager*

National Representatives:
INTERNATIONAL RADIO SALES
Chicago, New York, Los Angeles

Ring Out the Old...
Ring in the New...

WNAC	Boston
WTIC	Hartford
WEAN	Providence
WTAG	Worcester
WICC	Bridgeport, New Haven
WNLC	New London
WCSH	Portland
WLBZ	Bangor
WFEA	Manchester
WSAR	Fall River
WNBH	New Bedford
WHAI	Greenfield
WLLH	Lowell, Lawrence
WLNH	Laconia
WRDO	Augusta
WCOU	Lewiston, Auburn

IT'S an olden custom, this ringing of bells at holiday time, and yet it reminds us that old days, old ways, are constantly marching into oblivion to make way for new days, new ways.

Through the years The Yankee Network has kept pace with the march of progress, extending its facilities, perfecting its equipment, building and maintaining a coverage so complete that it embraces all major New England markets.

As 1938 merges into history and 1939 appears, challenging and bold, The Yankee Network gives cordial greeting to all those it has served in the past and pledges to its patrons of the coming year every effort to transform 1939's eager aspirations into glorious realizations.

THE YANKEE NETWORK, INC. 21 BROOKLINE AVENUE BOSTON, MASSACHUSETTS

EDWARD PETRY & CO., INC., Exclusive National Sales Representatives

Published semi-monthly, 25th issue (Year Book Number) published in February by BROADCASTING PUBLICATIONS, INC., 870 National Press Building, Washington, D. C. Entered as second class matter March 14, 1933, at the Post Office at Washington, D. C., under act of March 3, 1879.

Radio's

pictures are in FIVE *dimensions*

People paint pictures in their own minds. Radio uses such pictures to sell silverware . . . cigarettes . . . soap . . . and everything else.

These pictures are printed in *five* dimensions. They fill the three dimensions of the *eye* . . . and a fourth dimension of *time* (for the mind holds these pictures a day, a week, a month, a year). Then add a fifth dimension, more important to advertisers than the other four put together: the dimension of *desire*. For people paint pictures in their own mind with *emotion*. They see, in the mind, only that which they *want* to see . . . *as* they want to see it.

The pictures people paint with emotion, are the greatest advertising illustrations in the world. They are, indeed, the only pictures that sell goods.

Radio 'prints' millions of such pictures *each minute* . . . yet it allows each picture to be individual and personalized. Each is a *selling* picture, cut and colored by the listener to fit *himself* . . . highlighted with his own desire!

That is why radio sends so many people into stores and dealers' show-rooms. For such pictures are a restless spur. They make people get out and do things. They make people buy things!

As a Columbia client has put it: "Radio prints a more alluring picture . . . tells a better story in a shorter space of time . . . gains a more appreciative audience."

May we send you proof?

Columbia Broadcasting System

THE WORLD'S LARGEST RADIO NETWORK

WABC is the biggest *new* force in *local* advertising in New York... the world's largest market

Local programs with already established audiences are available. For information, write or call WABC, 485 Madison Ave., New York, or any Radio Sales office

WABC *is* KEY STATION *of the* COLUMBIA BROADCASTING SYSTEM—WORLD'S LARGEST NETWORK

Announcement to

ADVERTISING AGENTS

RADIO SPONSORS

BROADCASTERS

THE Hooper-Holmes Bureau, Inc. announces a new method of checking radio programs—one which produces more information and more accurate information about a radio program.

Heretofore most checking of radio programs has been done by the telephone method—largely coincidental. This method necessarily omits a large part of the radio audience from consideration since we have about 27 million radios in the United States and only 17 million telephones. This new Hooper-Holmes method is conducted entirely by personal interviews by our regular full-time salaried men. Furthermore, it covers not only the period of the broadcast, but also the periods immediately preceding and succeeding the broadcast. In addition we determine the economic level of every family interviewed so your results will show for which group your program has its greatest appeal.

Some advertising agencies are checking all of the programs they broadcast each month. This enables them to establish trends and note changes in their audience.

By the new Hooper-Holmes method broadcasters can easily determine the selling points of their sustaining programs.

Send for your copy of "Information" which gives the results of a study of "Information Please" by this new method.

★

What is the Hooper-Holmes Bureau?

For 39 years (since 1899) this Bureau has been making confidential reports to insurance companies on applicants for all kinds of insurance. These are made and written by trained Inspectors, all of whom are full-time salaried men. Their work is supervised by 80 Branch Offices. They regularly cover 11,075 cities and towns in their insurance work and their efforts are supplemented by 55,000 part-time correspondents.

Address all inquiries to Market Research Division, Chester E. Haring, Director.

THE HOOPER-HOLMES BUREAU, INC.

102 MAIDEN LANE, NEW YORK

NO BLIND MAN BLUFF

The KSCJ PERPETUAL SURVEY WAY!

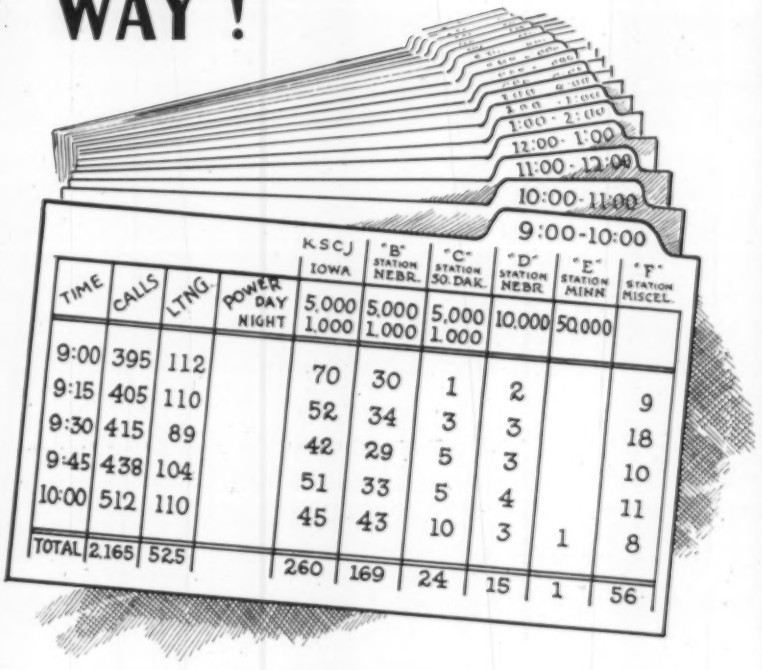
KSCJ hit upon its PERPETUAL SURVEY about a year ago.

There wasn't anything PERPETUAL about it at that time, nor particularly unique. It was simply a combination house-to-house and telephone survey by research experts asking, "IS YOUR RADIO TURNED ON? IF SO, WHAT STATION ARE YOU LISTENING TO?" and designed to show what programs people in the KSCJ area listened to period by period, day after day. It was intended to show KSCJ program builders the popularity of any given period on KSCJ in relation to *ALL* of its competition.

That daily survey was intended to continue several weeks. But it proved so revealing, so helpful, that it has continued ever since. Each day sees its quota of fresh canvasses (averaging about 200 daily). Each day KSCJ, and its clients, have access to this best-of-all program popularity gauges.

38,350 contacts were made in this way during the first four months of 1938!

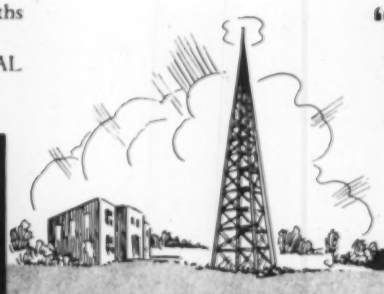
That's the KSCJ PERPETUAL SURVEY!



TIME	CALLS	LTNG.	POWER DAY / NIGHT	KSCJ IOWA 5,000 / 1,000	"B" STATION NEBR. 5,000 / 1,000	"C" STATION SO. DAK. 5,000 / 1,000	"D" STATION NEBR. 10,000	"E" STATION MINN. 50,000	"F" STATION MISCEL.
9:00	395	112		70	30	1	2		9
9:15	405	110		52	34	3	3		18
9:30	415	89		42	29	5	3		10
9:45	438	104		51	33	5	4		11
10:00	512	110		45	43	10	3	1	8
TOTAL	2,165	525		260	169	24	15	1	56

THE QUESTION:

"Is Your Radio Turned On? If so, What Station are You Listening to?"



Over 1,688,070 Listeners in KSCJ .02 Millivolt Area!

KSCJ

The JOURNAL

Sioux City, Iowa

Affiliated with C.B.S.

Represented by GEORGE HOLLINGBERY · *C.W. Corkhill*, MANAGER

They asked Minneapolis and St. Paul dealers,

"WHAT SELLS GOODS"

2 to 1 they answered "WCCO"
1½ to 1 they answered "WCCO"

In the prosperous and populous Twin Cities, WCCO was selected by *twice* as many druggists and by *one and one-half times* as many grocers as the next ranking station.

In the rich Northwest, WCCO jumped to a *5 to 1* lead over the second ranking station by vote of Northwest grocers and druggists.

And when you reach *consumers* through WCCO, you reach *dealers* too. 82% of the druggists and 71% of the grocers have radios in their stores. This was just reported by the two leading trade papers of the Northwest—the Northwest Druggist and the Grocer's Commercial Bulletin—who asked *every* druggist and *every* grocer in the entire Northwest which radio station advertisers should use to move goods off the dealers' shelves.

Last April, Crossley Inc. proved that WCCO is the most popular station in the Twin Cities. Year after year, study after study has proved that WCCO's dominance is never challenged in the Northwest. Now dealers add their voice—WCCO *alone* provides the key to economical selling in a big dual market: urban Twin Cities and the rich Northwest.

A CBS STATION
WCCO
TWIN CITIES

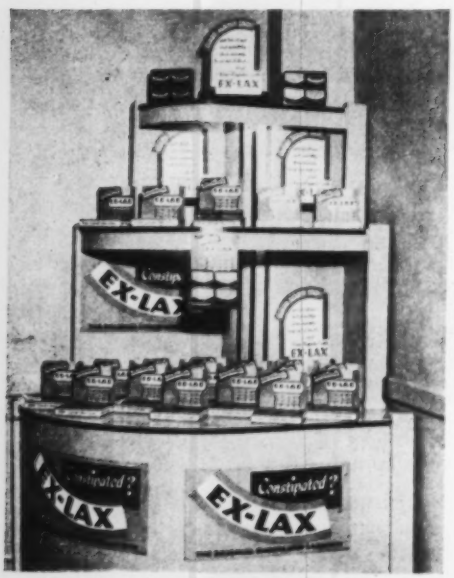
50,000 WATTS • MINNEAPOLIS-ST. PAUL
Owned and operated by the Columbia Broadcasting System. Represented nationally by RADIO SALES.

SHOULD SPONSOR GET MORE THAN A BLOCK OF TIME? WGAR THINKS HE SHOULD

SELLING "MORE THAN SIMPLY AIR TIME" MODEST SUCCESS STORY OF STATION WGAR

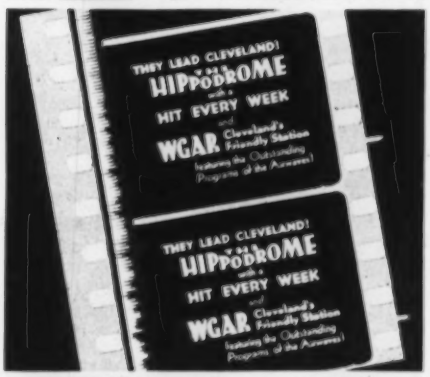
WORD went the rounds. It was reported that certain radio advertisers had rolled up sensational sales in northern Ohio by use of WGAR in Cleveland. How and why, others asked? True, the station had joined the Columbia network, been granted a power boost to 5000 watts, covers Ohio's richest market with a half-millivolt signal in fifteen counties. However, even all of these advantages hardly seemed the complete answer.

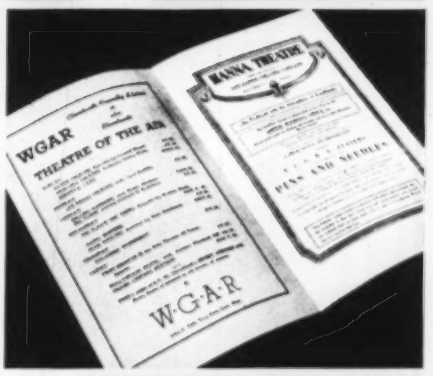
But consider for a moment how WGAR merchandising men know wholesalers, retailers, trade association executives by their first names; how when Bob asks Bill to see a salesman, put in a product on trial, or give counter space for a display, the request meets favorable response. Consider the WGAR letter service too, by which advertisers tell their story over Bob's signature. Consider (at the right) other promotions (1) a mobile unit with sound equipment publicizes a program and distributes samples (2) car cards with imprint space for use of the WGAR advertiser (3) movie trailers for the sponsors with screen-radio talent (4) theatre program advertising listing station's dramatic shows (5) window displays that help tune dials.



LOBBY STAND SHOWS ADVERTISED PRODUCTS

Informally speaking before an advertising group, Headman John Patt modestly pointed out the success story of WGAR. "We try to sell more than simply air time," he said. And that's why more and more advertisers are buying WGAR, Cleveland's Friendly Station.





BROADCASTING
and
Broadcast Advertising

Vol. 15. No. 11 WASHINGTON, D. C., DECEMBER 1, 1938 $3.00 A YEAR—15c A COPY

Radio Probe by Congress Deemed Certain

Senator White to Revive Resolution of Last Session; New Deal Team Said to Be Drafting New Law

AN "anything - can - happen" attitude about radio regulation is being taken by Washington's radio officialdom as the new session of Congress approaches, with the view prevailing that nothing can stop a general radio investigation.

Having thwarted a Congressional inquiry in the waning hours of the last session, when the Connery Resolution was defeated in the House, the Administration is still believed to be opposed to Congressional scrutiny of radio affairs until it is ready to project new legislation. On the other hand, the changed complexion of the Congress, with the recent important Republican gains, may provide sufficient strength to force through inquisitorial legislation.

Despite general denials, it is learned that the New Deal legislative drafting team of Thomas G. Corcoran and Benjamin Cohen, is studying the idea of a proposed new law for broadcasting, which presumably would set up a new regulatory agency. There appears to be enough substance to back this report though it still is contended in official circles that they have not been given the "green light" and that there is no definite plan yet for submitting a bill early in the next session.

One-Man Control

For what it may be worth, the report is that the proposed new bill would set up a one-man control of communications through an administrator. Then there would be a three or possibly a five-man appellate board. Broadly, this would follow the pattern of the Aeronautic Control Board, which was looked upon as an experiment in the field of independent agency administration when enacted last year. The fact that even this board has not worked out as had been hoped leads to the view there would be some alteration of that basic plan.

As things now stand, the first tangible Congressional development will be introduction of a resolution by Senator Wallace White Jr. (R-Me.), recognized as the outstanding authority on communications in Congress for a far-reaching "objective" inquiry. Senator White informed BROADCASTING Nov. 25 that he had not made up his mind as to the scope of his proposed resolution but stated it would be along the lines of his measure last session, which failed of enactment, except that it might be shortened to a few fundamental policy questions.

Asserting that he regarded the FCC as a regulatory and quasi-judicial body rather than a policy-making group, he said he felt it was up to Congress to "implement policy" to guide the Commission. He observed also that in the ten years of the Commission form of radio regulation, he was not aware of any substantial contribution in the way of legislative recommendations.

Briefly, Senator White said he felt there are a number of matters of policy on which Congress should act. These he enumerated as (1) network broadcasting; (2) concentration of ownership and control of stations through direct ownership, contractural relations or affiliations; (3) superpower; (4) international broadcasting, including the question whether the Government as such should engage in the operation of stations; (5) newspaper ownership, which involves the basic consideration of public policy with respect to joint ownership and operation of newspapers and broadcast stations; (6) procedure governing assignments of licenses; (7) term of license and whether Congress should specify licenses longer than the current six-month tenure now authorized by the FCC whereas the law permits three-year licenses; (8) control and responsibility of stations for libel uttered over their facilities.

Senator White made it clear he would foster his inquiry irrespective of the current network inquiry being conducted by the FCC. He said he regarded the network inquiry as one in which the Commission "is passing on its own acts" and that it is conducting hearings in which it is reviewing things which the Commission itself "has permitted to develop by its affirmative acts or by their negation."

An FCC Anomaly

"It certainly presents an anomalous situation", he said, "when the Commission makes a study of a condition which they themselves have created."

In other Congressional quarters the view was advanced that the Commission is conducting its network inquiry for the purpose of blocking a Congressional investigation.

It goes without saying, that Congressional dissatisfaction over the FCC and its operating methods is rather general. Ultimately, it is anticipated, there will be new legislation but whether it will come at the next session cannot be predicted.

Yet another idea for communications control is being talked about in official circles. That has to do with the creation of a board of policy and control for communications, which would be manned by representatives of the governmental agencies interested in communications such as War, Navy, Commerce, State and Agriculture departments. This is understood to envisage a long-range planning project rather than immediate regulatory direction of communications.

Senator Wheeler (D-Mont.), chairman of the Senate Interstate Commerce Committee in which radio legislation originates, along with Senator White, who sits on that committee, is looked upon as the key man in connection with radio activity in Congress.

Confirmation Hearing?

Strengthened by the results of the elections in his State, which saw the defeat of New Deal-supported Rep. O'Connell and the election of the candidate he supported, Senator Wheeler is expected to continue the anti-New Deal crusade he led during the last session.

It is generally expected that

(*Continued on page 74*)

WJSV, KSTP, WCKY Boosts To 50,000 Watts Are Granted

THREE stations—WCKY, Cincinnati, WJSV, Washington, and KSTP, St. Paul—soon will join the ranks of 50,000-watt outlets, the maximum regularly licensed power, under authorization of the FCC.

The Commission on Nov. 28 authorized WCKY, located in Covington, across the Ohio River from Cincinnati, to boost its power from 10,000 to 50,000 watts with a directional antenna, protecting KFBK, Sacramento, also assigned to 1490 kc. Completion of the new installation is expected in 60 or 90 days. L. B. Wilson, well-known industry figure, is president and chief owner of WCKY.

While no formal announcement has been made of the KSTP-WJSV power increases, well-founded reports were current to that effect. Formal announcement, it was said, was being withheld pending writing of the statement of facts and grounds for decision. Preliminary action, according to the reports, was taken Nov. 16.

Now operating full-time on the 1460 kc. channel, which is in the high power regional category, the stations now use 10,000 watts each at night. KSTP, however, employs 25,000 watts during daytime. The channel, under the Havana Treaty allocations, would become a 1-b or duplicated clear, moving to 1500 kc.

KSTP, NBC Red outlet, is owned by the National Battery Co., with Stanley Hubbard as executive head. WJSV is owned by CBS, and is expected to move its transmitter location from the Virginia side, south of Washington, to the Maryland side north of the city.

It is logically anticipated that the precedent established in authorizing maximum power on the 1460 kc. high-power regional also will open the way for similar power grants to other stations on such frequencies which can make the technical cases.

Also in that classification are WLAC, Nashville, and KGA, Spokane, operating on the 1470 kc. channel, and KOMA, Oklahoma City; and WKBW, Buffalo, operating full-time on the 1480 kc. high-power regional, likewise would appear to be qualified, assuming technical prerequisites having to do with interference can be met. WLAC's application for 50,000 watts was set for hearing Nov. 16.

Recently, the FCC authorized without hearing, increase in power of KRLD, Dallas, from 10,000 to 50,000 watts. The new 50,000-watt outlet is now under construction.

Arnold Disclaims Advertising Threat

U. S. Official Says Hubbub Due to Misinterpretation

APPARENTLY retreating from an earlier position indicting large-scale advertising as "fostering monopoly", Assistant Attorney General Thurman Arnold, head of the Anti-trust Division of the Department of Justice, has declared the Justice Department has no intention of seeking to regulate advertising, since "the anti-trust laws do not vest in the Department any general jurisdiction", and blamed "misinterpretation" for the commotion following the Nov. 7 statement announcing consent decrees entered by Ford Motor Co. and Chrysler Corp. in which the companies agreed to eliminate "coercive practices" in their advertising.

Answering the query of R. I. Elliott, associate editor of *Advertising & Selling*, in a letter Nov. 14 Mr. Arnold sought to clarify the Anti-trust Division's policy with respect to advertising and traced the steps leading to adoption of the consent decrees in the Ford and Chrysler cases.

Praise for Advertising

Although emphasizing that "cases may arise in which advertising may be used as an instrument of fraud or conspiracy toward some illegal end, and, in any such case, it would be the duty of the Department to take action according to law," Mr. Arnold explained that the *gravamen* of the charge against Ford and Chrysler was not financing or advertising, but illegal coercion in restraint of trade; that the companies, "without admitting guilt, decided to abandon any attempts to exercise direct or indirect control over finance companies and to restrict their activities to the manufacture and sale of automobiles"; that only quasi-immunity results to the parties until approval is accomplished in open court; that the Department, upon receiving the proposal, decided it involved no unreasonable restraint of trade and submitted it to the court; that in line with its heretofore announced policy, the Department *nolle prossed* the criminal suit, since "a voluntary plan was submitted by the defendants which gave promise of conferring greater benefit upon competitors and consumers than could possibly be accomplished by criminal prosecution", and that the plan was submitted by Ford and Chrysler on condition that a motion for *nolle prosse* would be made.

Mr. Arnold explained that the declarations with regard to advertising made in the public announcement were part of the statement of benefits to consumers and competitors that justified the *nolle prosse* motion. "The Department was, however, careful to state several times in the release that, while voluntary advertising restrictions might be reasonable, there was nothing in the anti-trust laws which permitted the regulation of advertising by the Department", he added.

"In my judgment, sound advertising is a creative effort, and would not be an appropriate subject for coercive regulation. Even when the economic validity of its use is questionable, the situation will ordinarily contain too many intangibles and variables to warrant any rule-of-thumb treatment. Any determination that a particular kind or use of advertising is uneconomic can best be made by the businessmen and advertisers concerned, and unsound results can best be remedied through voluntary concerted action on the part of advertisers," he concluded.

Every Radio Station Needs Its 'No' Man

Drawn for BROADCASTING by Roy C. Schatt

NEWS NOTE: What every radio station needs, says C. W. (Chuck) Myers, operator of KOIN, Portland, Ore., and former president of the NAB, is a "No" man. He should be the "meanest man on the staff," according to Mr. Myers, and his sense of public relations and commercial responsibility must be respected by everyone from the boss down. Mr. Myers reports that his station has such a man, whose name he won't reveal. This "No" man has consistently turned thumbs down on all alcoholic beverages, spot medicals, advertising dentists, small loan companies, etc., and years ago said "No" to the idea of "extra," "flash," "bulletin" or other simulated news terms in connection with broadcasts not strictly news. With the industry looking toward self-regulation, as recently proposed by David Sarnoff, RCA president, the "No" man looms as a "necessity", aside from "public interest and convenience".

Conversations With Mexico to Salvage Havana Treaty Are Being Considered

STEPS looking toward conversations with the Mexican Government for amicable settlement of differences which resulted in the refusal of the Mexican Senate to ratify the North American Regional Broadcasting Agreement, are being considered by the State Department and the FCC.

While no formal announcement has been made because of the confidential nature of the proceedings, it is understood the State Department has notified the FCC formally of the Mexican Senate's action in October, declining to ratify the broadcasting agreement [BROADCASTING, Nov. 15].

Commissioner T. A. M. Craven, who headed the American delegation to the Havana Conference and who was largely instrumental in working out the allocations agreement, is believed to be engaged in the proceedings, probably as a member of an FCC committee delegated to handle the subject. The only other member of the Commission who has served in connection with North American allocation problems is Commissioner E. O. Sykes, and it is believed he likewise is participating.

As far as could be ascertained the State Department has not received a formal report from Ambassador Josephus Daniels on the Mexican Senate's action. Until that report is forthcoming, it is unlikely any formal steps will be initiated. Whether Commissioner Craven will be asked to head a mission to Mexico to seek adjustment of whatever differences may exist, likewise remains to be determined. It is entirely possible, on the other hand, that the Mexican Government might be asked to send a spokesman for its communications ministry to this country to resume deliberations.

Because broadcast allocations in this country are interwoven in this situation, it is of great importance. The treaty already has been ratified by the U. S. Senate and Cuba. Canada has not yet acted but there are no known serious differences in that country. Action by Mexico has been the key to the whole North American problem.

Meanwhile, the view was strengthened that operators of Mexican border stations probably had considerable to do with the Mexican Senate's adverse action. Several years ago they were charged with having been instrumental in frustrating another effort to eliminate border stations. The treaty, under its specific terms, eventually would lead to the elimination of border stations.

The only reason given in Mexican newspapers for the refusal of the Senate to ratify the treaty was that it "imposed limitations upon Mexico without affording any benefits in return."

Paine and Miller To Hold Meetings

Amicable Relations Basis of ASCAP-Inspired Proposal

A POSSIBLE settlement of the antagonism that has long existed between the broadcasting industry and the musical copyright holders, through a better understanding by each group of the other's problems, is foreseen as the result of a series of conversations between Neville Miller, NAB president, and John G. Paine, ASCAP general manager, which are to be held early next year.

Proposal that the two industry spokesmen get together to talk over the whole field of relations between broadcasters and copyright holders came from Mr. Paine, who has long held the view that there are no insurmountable problems in the way of peace between the two groups and that present difficulties are largely due to a lack of understanding.

"I refuse to believe that there is any basic problem between ASCAP and the broadcasters," Mr. Paine told BROADCASTING, "or that our real problems are any more than economic. We are both in the entertainment business and while there is a lot of misunderstanding on both sides, I am sure that a frank and full exchange of views between Mr. Miller and myself will result in a mutual understanding that will form a permanent base for future relations."

No date has been set for the meetings, but it is expected that Mr. Miller will meet with Mr. Paine following his meeting with his board in mid-December, at which time he is expected to appoint a copyright committee to advise with him.

WHN Power Boosted

WHN, New York, on Nov. 28 was authorized by the FCC to increase its night time power from 1,000 to 5,000 watts to offset interference allegedly caused by a Cuban station operating on the same frequency. Licensed for 5,000 watts day and 1,000 watts night, the station's service was seriously interfered with at night because of the Cuban transmitter. According to the official Cuban log [BROADCASTING, Nov. 1], CMQ, Havana, is operating with 25,000 watts on the 1010 kc. channel which, under the North American broadcasting agreement, is assigned to Cuba.

Trammell Moves Up in NBC Shakeup

Now Ranks Next to Lohr; Other Top Changes Are Foreseen

WITH the elevation of Niles Trammell, vice-president in charge of the Central Division, as executive vice president, effective Jan. 1, a number of important changes in the NBC high command are expected to take place soon. Coincident with Mr. Trammell's election as first assistant to President Lenox R. Lohr, Alfred H. Morton, manager of the NBC operated stations department, was elected a vice-president by the board of directors.

While no formal announcements were made beyond these two promotions, reports were current in Hollywood that Don E. Gilman, vice-president in charge of the western division, would move to Chicago to succeed Mr. Trammell as Central Division head. Mr. Gilman's successor on the Coast, according to Chicago reports, will be Sidney Strotz, program director for the Central Division, who presumably is slated to become western manager rather than a vice-president.

In the realm of speculation but nevertheless unofficially reported

May Be Shifted

Mr. Strotz

Mr. Gilman

were several other moves. These included the transfer of Phillips Carlin, manager of the sustaining program division in New York and one of NBC's first announcers, to Chicago to succeed Mr. Strotz as program director and second-in-command. Clarence L. Menser, production manager in Chicago, was reported to be slated for transfer to New York as Mr. Carlin's successor.

Trammell's New Post

Mr. Trammell is one of the veteran executives in the RCA-NBC organization and a well-known figure in the industry. With his removal to New York, he will occupy a newly-created post. He will be the first executive vice-president of NBC since the resignation in 1936 of Richard C. Patterson Jr., now Assistant Secretary of Commerce who served under M. H. Aylesworth, first NBC president, after his appointment on Oct. 1, 1932.

Mr. Morton's promotion becomes effective Dec. 1. He continues the same functions as executive in charge of NBC's 15 owned and managed stations. His promotion was in recognition of service. He has been manager of operated stations since Jan. 1, 1937.

As executive vice-president, it is expected Mr. Trammell will relieve President Lohr of a number of functions to permit the NBC president to devote more time to policy and organization matters. Mr. Trammell will be in complete charge at headquarters when Mr. Lohr is away.

SECOND IN COMMAND AT NBC

NILES TRAMMELL

Under the present NBC organization, there is no seniority among vice-presidents in the absence of the president. With Mr. Trammell's designation as executive vice-president, his position corresponds to that held by Edward Klauber at CBS as senior vice-president. With Mr. Morton's elevation to a vice-presidency, NBC now has an even dozen officers bearing that title.

Forty-four years old, Mr. Trammell joined RCA in April, 1923, and has been with the organization or its subsidiaries ever since. He was born in Marietta, Ga., July 6, 1894.

In 1925 Mr. Trammell was named assistant sales manager of RCA for the Pacific Coast and in March, 1928, was transferred to NBC. After two months he was named manager of the Central Division headquartering in Chicago, and was made a vice-president the following March.

Mr. Trammell has been responsible for the development of many of NBC's leading radio programs and is credited with inaugurating commercial network daytime programs from Chicago. Among the personalities credited to him are *Amos 'n' Andy*, who got their start in network broadcasting in 1929 from Chicago; *Lum & Abner;* Phil Baker, Al Jolson, and such outstanding daytime program features as *Clara, Lou and Em, Betty & Bob*, and *Ma Perkins*.

Mr. Trammell is a member of the Chicago Civic Golf, Racquet & Saddle and Cycle clubs. During the World War, he was commissioned a second lieutenant and at the close of the war was a first lieutenant. Until he entered the radio field, he remained in the army as a member of the staff of Maj. Gen. Charles G. Morton.

Other impending transfers in the NBC executive organization may not develop until after the first of the year. Mr. Gilman left Hollywood Nov. 28 for New York on what West Coast network officials described as "routine business". He joined NBC in 1927 as manager of the Western Division and two years later was elevated to the vice presidency. In 1937 he moved West Coast headquarters from San Francisco to Hollywood.

Mr. Morton is a graduate of the University of Illinois, which he left in 1917 to attend the First Officers Training School. He was commissioned a second lieutenant and two days prior to his planned sailing for France, he received orders to report for duty as an artillery instructor. He ended his wartime service as instructor in military affairs at Columbia University where he received a Master of Science degree. Resigning from the Army as a captain, Mr. Morton joined General Electric Co. and two years later was named manager of the Washington office of RCA. In 1923 he returned to New York to become commercial manager of RCA Communications and a year later was transferred to Paris as European manager of RCA.

Mr. Morton returned to NBC as business manager of the program department in New York in 1934. Three years later he was named manager of NBC's operated stations.

As a radio engineer, Mr. Morton supervised construction of WRC in Washington and also the two 50,000-watt RCA-equipped broadcasting stations near Rome and Milan. He is a member of the Military & Naval Club, the Institute of Electrical Engineers, Radio Club of America, Institute of Radio Engineers and the Association of Ex-Members of Squadron A, New York. He was honored by the French Government by being made a Chevalier of the Legion of Honor.

Named Vice-President

ALFRED H. MORTON

FIVE AFFILIATES ARE ADDED TO NBC

FIVE more stations are joining NBC networks during December, bringing to 165 the number of its station affiliates. Three are in New England and the other two in Pennsylvania.

WNBC, New Britain, Conn., on Dec. 4 becomes an NBC-Blue optional outlet. The station recently went to full time in a new plant, and operates with 1,000 watts day and 250 night on 1380 kc.

WLBZ, Bangor, and WRDO, Augusta, are scheduled to become supplementary outlets Dec. 11, when CBS programs, formerly heard on WLBZ, will be shifted to WABI in Bangor. WLBZ operates with 1,000 watts day and 500 night on 620 kc., and WRDO operates with 100 watts on 1370 kc.

In Reading, Pa., the NBC Basic Red Dec. 4 will begin serving both WEEU, 1,000-watt daytime station on 830 kc., and WRAW, 100-watt full-time outlet on 1310 kc., both operated by Clifford M. Chafey.

KVAN are the call letters assigned by the FCC for the new local station in Vancouver, Wash., across the river from Portland, Ore., recently authorized by the FCC [BROADCASTING, Nov. 15].

Self-Regulation Move Comes From Inquiry

FCC's Net Probe Is Endurance Contest

By SOL TAISHOFF

SELF-REGULATION of broadcasting, through a voluntary code embodying program standards, looms as the first tangible outcropping of the FCC inquiry into network operations and alleged tendencies toward monopoly, which got under way a fortnight ago and now seems to have become an endurance contest.

Proposed by David Sarnoff, president of RCA, who appeared as the first witness in his capacity as chairman of the board of NBC, the self-regulation proposal has been picked up by the NAB. Immediately following his testimony Nov. 14, Mr. Sarnoff discussed it with Neville Miller, NAB president, who in turn promptly took it up with his executive committee of six, meeting in Washington at the time. A special NAB committee was named Nov. 25 by Mr. Miller, to meet in New York Dec. 5, and then report with recommendations to the full NAB board in Washington Dec. 12-13.

McNinch Favors Idea

Although the Sarnoff proposal was hardly greeted with enthusiasm by the FCC committee of four conducting the hearings, McNinch, Brown, Sykes and Walker, it nevertheless appears to have struck a responsive chord in the industry. Chairman McNinch, who heads the committee, in effect has endorsed self-regulation, and he more or less took the lead toward setting up program standards in his conference last month with the heads of the three major networks following the Orson Welles *War of the Worlds* broadcast. The public announcement following that session was simply that the words "flash" and "bulletin" would not be used indiscriminately hereafter, but the conference went deeply into voluntary action by broadcasters in eliminating undesirable program matter [BROADCASTING, Nov. 1-15].

BACK in 1915, David Sarnoff, then 23 and an employe of the old American Marconi Co., envisioned the "radio music box" of today, and he tells about that and other things at outset of hearing. [See detailed account on page 22.]

THREE MEMBERS of the FCC Network Inquiry Committee of four were present as hearing opened Nov. 14. They were, left to right, Col. Thad H. Brown, vice-chairman; FCC Chairman Frank R. McNinch, committee chairman; Judge E. O. Sykes. Absent was Commissioner Paul A. Walker, who returned several days later after a trip.

RUNNING account of the FCC network-monopoly hearings which started Nov. 14 will be found beginning on page 60.

The investigation itself is running far behind schedule. Aside from the Sarnoff proposal, nothing of a sensational nature has developed. When the hearings convened, there were nearly 200 spectators. By the third or fourth day, the audience had fallen off to two dozen.

Some misgivings about the proceedings already have developed. In many quarters it is being described as a "dress rehearsal" for a Congressional investigation in early 1939—an inquiry which the Administration and the FCC majority obviously oppose.

Before the proceedings got under way, it had been estimated they would consume six weeks. Later this was enlarged to three months. Now, based on the pace during the first two weeks, the guess is that perhaps twice that time will be required. The committee is meeting on Tuesdays through Fridays, sitting 4½ hours daily. NBC has been on the stand for the entire two weeks and only five of its sixteen witnesses have been heard—two of them subject to recall for cross examination. And the most detailed testimony is yet to be submitted.

From the bench, Chairman McNinch has been leading examination of witnesses. He has cracked the whip several times, not only in his questions but in radio addresses. He has sallied forth against using the hearings as a "sounding board". And he has criticized "after-dinner" speeches by witnesses.

With John F. Royal, NBC vice-president in charge of programs, and one of the country's outstanding showmen, on the stand he tossed a bombshell by asking about setting aside of definite periods for labor groups. CIO is one of the non-operating groups which has filed an appearance for the hearings.

Dempsey Chief Counsel

Making his first hearing appearance in his year with the FCC, and also his initial one as general counsel, William J. Dempsey, 33-year-old head of the law department, is handling examination of witnesses, other than those who will testify on purely technical matters. George B. Porter, assistant general counsel for broadcasting and veteran of nearly a decade in radio regulation, has taken over cross-examination of several witnesses. Mr. Dempsey, in parts of his examination, has snapped his questions, and has given the definite impression that he proposes to make the inquiry a thorough one.

Thus far, only preliminaries have been covered by NBC. Extensive testimony on duplication of chain programs, NBC's ownership of a group of important stations, its program management of others, its contractual relations with affiliates, its sales activities, its financial structure, its operating policies, its activities in transcriptions, and sundry other testimony are yet to be presented.

To date, NBC has presented only the opening statement of Mr. Sarnoff, who is yet to be cross-examined; testimony on its Artists Service by George Engles, vice-president and managing director, who became ill and is subject to recall for cross-examination; additional artists' testimony by Daniel S. Tuthill, assistant managing director of the Artists Service; program testimony by Mr. Royal; engineering by O. B. Hanson, vice-president and chief engineer; and routing of network traffic by B. F. McClancy, traffic manager. Frank E. Mason, vice-president, appeared briefly to present organization charts of the network and will testify later on international broadcasting, which he supervises, while Hugh Beville Jr., chief statistician, introduced a series of exhibits preparatory to Mr. Royal's appearance.

Other NBC Witnesses

Yet to appear for NBC will be five witnesses who will cover network operations—William S. Hedges, vice-president in charge of station relations; Walter J. Damm, managing director of WTMJ, who will testify as an NBC affiliate with respect to duplication, since his station is in the orbit of the 50,000-watters in Chicago; Dr. C. B. Jolliffe, RCA engineering executive and former FCC chief engineer; Philip K. Merryman, of the station relations department, and Worthington C. Lent, research engineer.

Next to appear will be Alfred H. Morton, manager of the managed and operated stations. He will be followed by Roy C. Witmer, vice-president in charge of sales, and Ken R. Dyke, eastern sales manager. Mr. Mason then will testify in connection with international broadcasting, followed by Mark Woods, vice-president and treasurer, on financial matters. Lenox R. Lohr, NBC president, will be the final witness, dealing with policies and management.

At the pace at which the hearing is moving, and with time counted out from Dec. 23 to Jan. 4 for the Christmas-New Years holidays, it appears NBC will be on the stand until after the first of the year. CBS is slated to appear as the second group, with its testimony estimated at about a week on direct. MBS will be the third network to appear, and estimates it will require four days on direct testimony.

From that point on, it is practically impossible to estimate time. Regional networks, next in line, are expected to take a minimum of two weeks, and miscellaneous groups, including transcription companies, a like amount of time. How much time the Commission itself will consume in presenting its own testimony through staff witnesses and in cross-examination is unknown, though Mr. Dempsey has estimated roughly that two to three weeks might be required.

Procedural Shift

A change in procedure, ordered by the four-man committee Nov. 22, may tend further to slow up the proceedings. After Chairman McNinch had observed that the reading of detailed prepared statements like the technical document of 91-pages read by Mr. Hanson was a "waste of time", the committee ruled out such statements altogether, and decided that all future witnesses must present testimony on a question-answer basis. The original procedure permitted

NBC-RCA CONTINGENT in part, left to right: Clayland T. Morgan, public relations; Frank Mullen, RCA public relations; John Royal, vice-president in charge of programs; Gene Speck, press; William S. Hedges, vice-president; Robert Pritchard, RCA press; O. B. Hanson, engineering vice-president; Phil Merryman, station relations; William Neel, press; Vance Babb, in charge of press relations; Oswald F. Schuette, RCA.

MORE NBC NETWORKERS, left to right, John Hurley, attorney; Keith Kiggins, station relations manager; Frank Wozencraft, RCA general attorney; W. C. Lent, engineer; Dr. C. B. Jolliffe, in charge of RCA frequency bureau; Phillip J. Hennessey, NBC chief counsel for hearing; Frank M. Russell, vice-president; Lenox R. Lohr, president; A. L. Ashby, vice-president and general attorney.

prepared statements provided they were submitted two days in advance.

Possibility was seen that the committee might call upon so-called "gypsy" or special networks, such as those used by Father Coughlin and Judge Rutherford's Jehovah's Witnesses, to present testimony. While not established networks, they nevertheless are engaged in network broadcasting and consequently could be construed as falling within the scope of the inquiry.

Much Statistical Data

Statistical data gathered by the FCC's accounting department, dealing with stock ownership of stations and networks, interrelation of transcription companies with broadcast licensees, affiliation contracts and related compilations have not yet been offered. It is expected this data will be offered piecemeal—after each major bracket of evidence is presented. Presumably, the first batch will come after NBC completes its testimony; the second following the CBS presentation, and the third after MBS. The bulk of the network data probably will be presented after the entire network case is in.

William J. Norfleet, FCC chief accountant, has been on hand for several of the sessions. DeQuincy V. Sutton, head accountant, has occupied a place at the counsel table throughout the proceedings. Both are expected to be witnesses. Andrew D. Ring, assistant chief engineer for broadcasting, probably will be the main FCC engineering witness, largely on the subject of duplication of network programs.

Joint Potato Drive

NINE potato-producing States have joined with an equal number of grocery chains and independent, voluntary and super-market associations in the food field for a national campaign on white potatoes, and have set aside the period Dec. 2-10 as National Potato Week. The campaign will be promoted on the radio through the Maine Development Commission's bi-weekly program *Girl From Maine* heard on 17 Mutual stations, which features Marjorie Mills on a participating series on the Yankee network. Hugh B. Tabb, president of the National Potato Association, will discuss potatoes on the program, advertising and publicity for which is under the direction of Sturges Dorrance, president of Brooke, Smith, French & Dorrance, New York, agency handling the account of the Maine Development Commission.

NAB Acts on Sarnoff Recommendation For Self-Regulation by the Industry

REVIVAL of the "self-regulation" thesis for the broadcasting industry, given new impetus by RCA President David Sarnoff in opening the FCC chain-monopoly hearings, has become a paramount topic in industry circles and will be presented to the Dec. 12-13 meeting of the full NAB board of directors in Washington.

This became evident following a two-day session of the NAB executive committee in Washington Nov. 15-16, at which the subject was fully discussed but with no crystallization of policy. President Neville Miller, who has conferred with Chairman McNinch and other FCC members in connection with regulatory trends, outlined to the committee his views on the subject.

Committee is Named

Mr. Miller announced appointment of a committee to consider procedure leading to self-regulation and development of program standards for the industry. The committee will hold its first meeting in New York Dec. 5. Results of its studies will be made direct to the board at its meeting Dec. 12-13.

Named on the committee, with Mr. Miller serving as chairman, were Edward Klauber, executive vice-president, CBS; Lenox R. Lohr, president, NBC; Theodore C. Streibert, vice-president, MBS; Paul W. Morency, WTIC, Hartford; Edgar L. Bill, WMBD, Peoria, and Ed Craney, KGIR, Butte.

It was only one of many matters discussed at the session which was called because most of the executive committee members planned to be in Washington for the opening of the chain-monopoly hearings and the Committee meeting of Independent Radio Network Affiliates.

Copyright Bureau

Sale of the NAB Bureau of Copyrights, encompassing its transcription library, also was discussed. The board meeting is expected to be in a position to take final action on disposition of the public domain project, which has as its objective creation of an industry-owned reservoir of tax-free music.

Both Langlois & Wentworth and E. V. Brinckerhoff & Co., have submitted propositions for absorption of the NAB Library with definite stipulations covering reimbursement for NAB expenditures but contingent upon a minimum number of orders from stations for the Library. The goal is for 200 hours of tax-free music.

Mr. Miller stated that both of the offers will be given careful consideration by the board and thoroughly discussed at the meeting in the hope of reaching a decision. The executive committee invited both Brinckerhoff and Lang-Worth to present written propositions on proposed contacts to the board meeting.

It was agreed there are many factors to be taken into account in self-regulation, such as industry acceptance, the manner in which any such code would be policed and the development of the standards themselves. The committee expressed the hope that enough preliminary work will have been done by the time of the board meeting to make definite headway.

The executive committee took no definite action at its two-day session. The purpose was to review developments since last summer when Mr. Miller became NAB president and to outline agenda for the forthcoming board meeting.

Copyright came in for detailed discussion and will be fully covered at the full board meeting when the board of 23 members meets for its full session since Mr. Miller took office last July.

Present at Meeting

Present at the meeting in addition to President Miller were Mark Ethridge, WHAS, Louisville; Edwin W. Craig, WSM, Nashville, clear channel members; Frank M. Russell, NBC, Washington vice-president, and Walter J. Damm, WTMJ, Milwaukee, regional members, and Herb Hollister, KANS, Wichita, and John Elmer, WCBM, Baltimore, local station members. In addition, several other directors present in Washington, including C. W. Myers, KOIN-KALE, Portland, and John Shepard 3d., Yankee Network, met with the committee.

Miller Heads Council

PRESIDENT Neville Miller of the NAB has accepted an invitation to head the radio council of the Committee for the Celebration of the President's Birthday, conducting its annual campaign against infantile paralysis. As NAB president, Mr. Miller urged broadcasters to cooperate in the creation of a permanent field organization to fight the disease. Patrick J. Goode, president of WELI, New Haven, was the first station executive to notify the Committee of his willingness to act as a member of the radio council.

COMMISSION COUNSEL and staff conducting hearing were headed by William J. Dempsey, FCC general counsel (extreme right). His staff, right to left: George B. Porter, asst. general counsel; DeQuincy V. Sutton, head accountant; Andrew D. Ring, asst. chief engineer, broadcasting; William J. Norfleet, chief accountant.

Program Inquiry By FCC Revived

Craven Preparing Own Report Proposing Definite Action

THE PROGRAM-complaint bugbear of the FCC is slated for action in the near future, after many months of delay.

Although a special program complaint committee named last March has not yet reported, it was learned that Commissioner T. A. M. Craven, a member of the committee, is preparing his own report in which he will propose definite procedure in handling matters of this character in the hope of establishing an equitable method.

Hit and miss procedure of the past, which resulted in meting out temporary licenses to stations and placing them in an unfavorable light in their own community, brought the situation to a head. Meanwhile, it was understood the FCC law department, which was authorized Oct. 25 to draw up new procedure for complaints involving obscene language or lottery contests, has had its conferences with the Department of Justice, and has submitted a memorandum to the Commission. No action yet has been taken, pending the report of the program complaint committee.

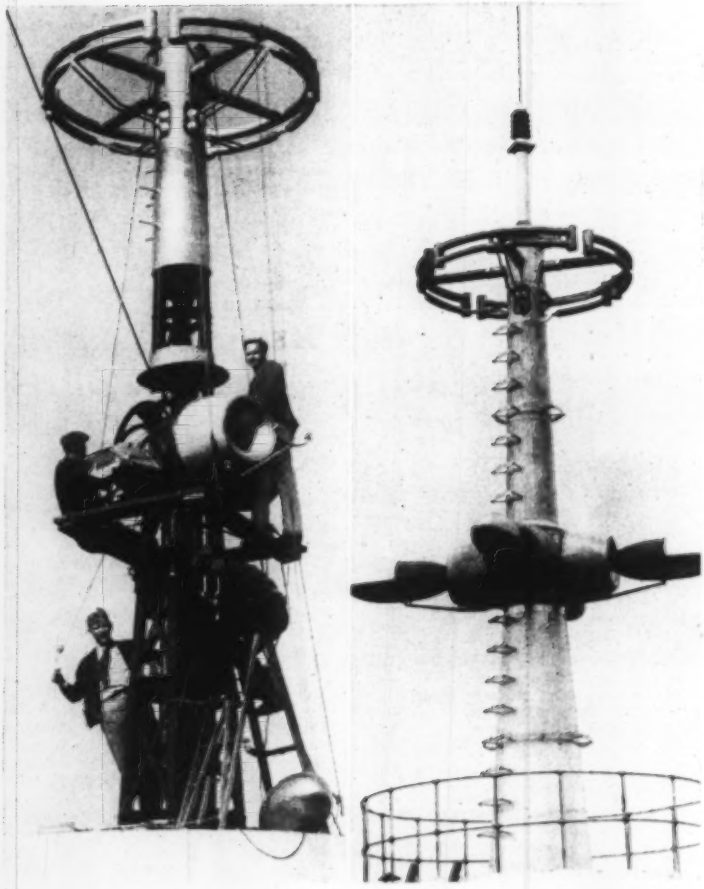
Members of the program complaint committee named March 28 were Payne, chairman, Sykes and Craven. It is understood the committee had only one or two sessions, asking the law department first to submit the questions involved and afterward to submit what amounted to answers to the questions.

TRIAL IS DEFERRED BY PAYNE ILLNESS

GEORGE H. PAYNE, FCC member now said to be in Florida, is suffering from "a very marked hyper-tension complicated with a valvular heart disease", according to an affidavit of his physician, Dr. Hugo Einstein, of Washington. This became known Nov. 25 when counsel for the Commission in his $100,000 libel suit against BROADCASTING and its publisher and editor, sought at least a three-month postponement of trial of the case from Nov. 16. The District Court in Washington granted a postponement until Jan. 16.

Roger J. Whiteford, Payne counsel, told the court his client was "physically incapacitated to undergo the ordeal of an earlier trial". William E. Leahy, chief counsel for BROADCASTING, advised the court his client was ready. Dr. Einstein stated in his affidavit he had recommended that Payne, for the preservation of his health and in order to avoid possible serious results, "immediately discontinue all active duties and take a complete rest for a period of at least several months. He added that pursuant to this advice, Payne had gone to Florida "for the purpose of a complete rest from all matters of a burdensome or exciting character which rest affiant believes to be necessary to avoid a breakdown and probable severe illness * * *."

THE FCC on Nov. 29 authorized transfer of ownership of WAYX, Waycross, Ga., from Dr. E. F. Sapp and S. F. Sapp, his son, to Jack Williams, publisher of the Waycross *Journal-Herald*. The deal involved $26,000.



NEW TELEVISION antenna being built for operation by RCA-NBC atop the Empire State Bldg., New York. Left photo shows antenna being erected for test at the RCA Communications laboratories at Rocky Point, Long Island. Right photo shows how it will appear when installed.

Movie Video Group Sees Vast Market For Films When Television Arrives

ALTHOUGH television research is being intensified, emphasis is shifting to economic and social aspects, according to the annual report of the scientific committee, Research Council, Academy of Motion Picture Arts & Sciences. Report, issued Nov. 28, is titled *Television From the Standpoint of the Motion Picture Producing Industry.*

Reviewing progress made during the last year in the United States and foreign countries, the report was compiled for information of film executives and others interested in television's relation to the motion picture industry. It is pointed out that the public, as spectators, will become participants in the project, and on the extent and manner of that participation the effects on the film industry will depend.

That such effects will be evident in the next two years is to be expected, the committee states. Belief is expressed that it is unlikely repercussions will result in revolutionary changes in motion picture production and exhibition within that time. Complexity of the television field and magnitude of its artistic and financial problems are an automatic brake in this report, it is stated.

When television comes into its own it may well open up a vast market for films especially designed for television distribution, the report continues. "Should competitive factors predominate, it is quite obvious that the strongest interests in the television field cannot afford to ignore their own very substantial stake in the business of aural broadcasting. Although radio is nowhere near the end of its growth, financially it has become a mature industry, mindful of its investment in the present while looking into the future. This tendency constitutes a protection, if one is needed, for other entertainment industries as well.

"Modern technology has its own dynamic imperatives. It will not and should not stand still. New industries are needed. If their coming is troublesome, it will be far more troublesome if they do not come. Television is one of them and it is a year nearer. The situation is one which calls for continual observation and analysis by the motion picture industry, and to an increasing degree as events take their course. Accordingly the Committee is of the opinion that the Academy Research Council should *immediately proceed to a more thorough consideration than has been undertaken in the past* of the prospective relationship between television and motion picture production and exhibition."

The investigation should cover the artistic, technical, legal and economic phases of the subject, in the opinion of the committee. It recommends that the group be enlarged to include representation from those branches of the film industry to assist in the investigation. Carl Dreher is chairman of the scientific committee which includes Gordon Chambers, L. E. Clark, J. G. Frayne, Barton Kreuzer, Wesley C. Miller, Hollis Moyse and William Mueller.

Stahlman Advises Radio-Press Union

Freedom of Speech Is Common Heritage, Says ANPA Head

"THE RIGHT of free speech is a common heritage of both press and radio," said James G. Stahlman, president of the American Newspaper Publishers Association, in an address Nov. 28 before the sixth district meeting of the NAB in Nashville. Mr. Stahlman is publisher of the *Nashville Banner*. Mr. Miller, NAB President, also addressed the meeting. It was the first time the two men had spoken from the same rostum.

The publisher asserted it was the duty of press and radio, as the two great channels for the communication and exchange of news and opinion, to remain "free and unfettered from bias and control from any quarter."

"If the right of free speech on American radio is ever challenged," he said, "the American press will fight side by side with American broadcasters to retain the right of the American people to hear the news as well as read the news as it happens, unvarnished, unsuppressed, uncensored."

Mr. Stahlman pointed out that the first step in the dictators' handbook was to take over control of press and radio in order to control the thoughts and actions of the people.

Mr. Miller thanked Mr. Stahlman and declared that the 300-year fight of the press for the right to print the truth has given "radio renewed courage to develop in accordance with American traditions." "It has renewed our determination as well," said Mr. Miller, "to fight for a free radio for we know that in so doing we are fighting for a free American press."

Attending the session, called by E. W. Craig, vice-president of WSM and NAB director, were broadcasters from Mississippi, Arkansas, Louisiana and Tennessee.

Easter Egg Campaign

FRED FEAR & Co., Brooklyn, New York has announced its annual Easter campaign for Chick-Chick and Magic Wand Easter egg dyes, which will include daily spot announcements on 34 stations to start two weeks before Easter and continue through Easter Sunday. Stations are KFPW KNX KGO KOA KFH KMBC KSD KSTP KOIN KDKA KFDM KTRH KSL KJR KGU WFLA WFBM WMAQ WIRE WHAS WWL WBAL WJR WHAM WMCA WOW WBT WTAM WKY WCKY WCAU WFAA WDOD and WMC. Menken Adv., New York, handles the account.

Bulova's Plan to Move WPG To New York Draws Objection

Metropolitan Stations Oppose Transfering of Atlantic City Facility at FCC Hearing

PROPOSAL of Arde Bulova, at present interested in six radio stations in the New York-Boston area, to purchase WPG, Atlantic City, merge it with WOV-WBIL, New York, and operate a single full-time station in New York, drew prompt fire at hearing begun Nov. 23, with Ralph Walker, of the FCC legal staff, presiding.

Leading the attack against the applications of Greater New York Broadcasting Corp. to buy WPG from the City of Atlantic City for $275,000 and the International Broadcasting Corp (WOV) to operate WBIL on 1100 kc. with 5,000 watts, full time, substituting one full-time for three part-time stations, was WHN, New York, supported by WOR, WQXR, WMCA, WEVD, WBNX and WDEL, Wilmington.

Under Mr. Bulova's proposal, as evolved at the hearings, a new company would be formed, Greater New York Broadcasting Corp., which would absorb International Broadcasting Corp. (WOV); WBIL, purchased by Mr. Bulova from the Paulist Fathers in June, 1937, and WPG. The three part-time stations would be merged and operated as one on 1100 kc., with WBIL as the call letters.

Investment of $1,000,000

Mr. Bulova, who estimated his net worth, exclusive of radio interests, at "upward of $2,000,000", is at present sole owner of International Broadcasting Corp. and WBIL. To form the new corporation, of which he would also be sole owner, and which would be capitalized at $900,000, he would supply $275,000 for purchase of WPG, his entire interests in WBIL and International Broadcasting Corp., for which he paid $275,000 and $300,000, respectively, and $50,000 cash. It is estimated by observers that the new full-time station would represent a total investment of about $1,000,000.

Testimony revealed that Mr. Bulova, whose application for purchase of controlling interest in WPEN, Philadelphia, is pending, is now interested in one full-time station, WNBC, New Britain, Conn., and five part-time stations—WOV and WBIL, of which he is sole owner, controlling interest in WCOP, Boston, and minority interests in WELI, New Haven, and WNEW, New York.

Norman Reed, manager of WPG, testified that operation of the municipal station since it began operating Jan. 3, 1925, has cost Atlantic City $418,464.30 and that since 1935 at the expiration of a five-year lease to CBS it has lost an average of more than $10,000 annually. He declared that WPG could not operate at a profit as a part-time station. He stated that the City of Atlantic City was selling the station because it wanted to eliminate this loss, relieve the tax burden foreseen with the coming obsolescence of the transmitter, remedy the danger factor of location of antenna towers near the airport and relieve the paradox of taxing newspapers for operation of a radio station. He said that funds received from sale of the station are to be used for needed municipal improvements. No real estate is included in the sale under the contract with Mr. Bulova, he added.

Engineering testimony was given by Paul F. Godley that the present WBIL transmitter could be used for the full-time station if antenna alterations estimated to cost $15,000, were made. He said a "substantial increase in New York coverage" would result for WBIL if the change is made.

Miss Hila Kiczales, general manager of WOV-WBIL, testified on program and station-management details, along with Harold A. Lafount, former radio commissioner, now general superintendent of Bulova radio interests.

The hearing was continuing as BROADCASTING went to press.

Freedom on the Air

Editorial in Nov. 29 *New York Times*

Responsible persons everywhere will approve the action of those radio stations that refused to broadcast a speech plainly calculated to stir up religious prejudice and strife. These stations acted, as they were entitled to act, on their own responsibility. But it is clear that we are only at the beginning of certain thorny problems dealing with the whole question of freedom of the air.

The amazing development of the radio has presented us today with problems which the classic defenders of liberty were unable even to imagine. When John Milton argued with unforgettable eloquence against censorship, he was writing chiefly about books. To allow a book to be published the government does not have to perform any positive act; it merely refrains from interference. When John Stuart Mill wrote his carefully reasoned essay on liberty, the most dangerous immediate situation he could think of was that of an individual addressing a crowd small enough to come within range of his voice. Mill could not envisage one man's voice being heard at once by a whole nation. He could not foresee thousands of groups, in homes, in public places, on farms, in cities, only dimly aware of each other's presence, but all listening to, all simultaneously affected by, the voice of the same man. He could not foresee the immense possibilities of quick harm, of omnipresent panic, through an instrument of which he had never heard.

There is still another aspect of the radio that distinguishes it from the book, the magazine, the newspaper, or the ordinary unamplified speech to a single assembly. The existence of one publication does not make physically impossible the existence of another. Practically we can print as many books as we like. But clear air channels are limited in number. The government, so to speak, by the physical necessities of the case, grants each station a monopoly of some particular air channel. It necessarily selects from among applicants. It unavoidably favors one applicant as against another. It can properly make this selection only on grounds of public policy. But because it makes such a selection and grants such a monopoly at all it must assume certain responsibilities regarding radio stations—and what they broadcast—that it does not assume toward ordinary publications or the unbroadcast utterances of individuals.

The right of free speech has never been unlimited. There have always been laws against obscenity and libel. As the late Justice Holmes once remarked, freedom of speech cannot mean the right to cry "fire" in a crowded threatre. The particular problem we confront today is that of preserving the precious principle of freedom of speech while at the same time preventing the irresponsible abuse of a new instrument of tremendous influence and power. That problem calls for much more serious and careful thought than it has yet received.

Three Stations Refuse Coughlin Talks For Allegedly Inciting Race Prejudice

THE whole question of selling time for religious or quasi-religious broadcasts was brought forcibly to the attention of the broadcasting industry during the last fortnight as a result of the widely publicized controversy growing out of the Sunday afternoon addresses of Father Charles E. Coughlin, Detroit radio priest, speaking over his independent hookup of some 50 stations Nov. 20 and 27.

The situation became so acute just before the Nov. 27 one-hour broadcast that WMCA, New York, WJJD, Chicago, and WIND, Gary, Ind., declined to carry Fr. Coughlin's speech when he failed to submit his manuscript in advance of the broadcast. Fr. Coughlin immediately was quoted as charging that the stations were Jewish-owned, hence refused to broadcast his talk, the fourth of his new 52-week series placed on a regular-rate basis through Aircasters Inc., Detroit agency.

The controversy began immediately after the Nov. 20 dissertation by the Detroit priest, titled "Persecution—Jewish and Christian". In this speech, he dwelt on the Jewish and Communist questions and intimated that the Nazi Government's persecution of the Jews was based on their alleged association with Communism. He spoke of alleged Jewish banker support of the Russian Revolution, in which he said millions of Christians' lives were lost without as much protest as was voiced over the plight of 600,000 Jews in Germany. He quoted alleged documents to support the view that Jews were leaders in Communistic activity. He asserted he was opposed to all forms of religious and racial persecution, but the tenor and context of his remarks were interpreted in many quarters as definitely anti-Semitic.

Immediately after this speech, WMCA's announcer stated over the air: "Unfortunately, Father Coughlin has uttered many misstatements of fact." The announcer did not go into further details, but Mr. Flamm at once asked Fr. Coughlin to supply a copy of his following week's talk 48 hours in advance of the broadcast. Fr. Coughlin let it be known that it was impossible to comply in view of the fact that his speeches had to clear through his superiors and there would be no time. WMCA extended the deadline until noon Sunday, but the speech was still not forthcoming. WMCA then did not carry the talk, instead broadcasting a statement by Mr. Flamm [Full text on page 79.]

Mr. Flamm explained that he had been provided with an advance copy of the Nov. 20 speech and that he and his counsel, William Wiseman, had pointed out various claimed errors of fact to the priest. Fr. Coughlin, said Mr. Flamm, twice changed the speech when provided with factual information or sources of information, yet the final text as delivered contained innuendoes which reflected upon the Jewish people and allegedly incited racial hatreds. WJJD and WIND, owned by Ralph Atlass, stated to BROADCASTING that they were "not desirous of restraining Coughlin, merely asking that he conform by submitting script in advance."

Fr. Coughlin then went on his network, Nov. 27, minus WMCA,

(*Continued on page 79*)

Vallee Shift Rumored

REPORTS are being circulated in Hollywood that Rudy Vallee will switch over from the current Standard Brands series to the new Kellogg Co. program which starts on NBC Jan. 15. It is said the Standard Brands Inc. program on which he is now featured will be discontinued until fall of next year. Although executives of J. Walter Thompson Co., Hollywood, agency servicing the account, denied such moves were contemplated, Tony Stanford, producer and George Faulkner, chief writer on the Rudy Vallee program, have been notified of their transfer to the cereal company show. John U. Reber, vice-president of J. Walter Thompson Co., New York, is now in Hollywood to lineup talent for the Kellogg Co. series.

New *Listeners Digest*

FOLLOWING the pocketbook-size format of *Readers Digest*, a new popular publication called *Listeners Digest* will make its bow on the newsstands in January, published monthly by the Conde Nast Press. It will sell for 25 cents and will carry no advertising. Its contents will include material that has been broadcast. Editor is George T. Eggleston, who is also president of Listeners Digest Inc. Other officers are Frank C. Foy and Fred H. Fidler, vice-presidents; F. E. Hagelberg, secretary-treasurer; D. M. Stewart and Harlan Logan, directors; W. R. Price Jr., business manager.

Gulf Series Pending

WITH Tom H. Lewis and Clarence Olmstead, supervisor of radio and head talent buyer, respectively, of Young & Rubicam Inc., New York, now in Hollywood, disposition of the Gulf Oil Co. sponsorship of Screen Actors Guild's proposed radio program was expected to be announced momentarily. Although negotiations and activities are cloaked in secrecy, if deal is consummated the Guild will be paid $10,000 weekly for talent. This sum will be turned over to the Motion Picture Relief Fund. It is understood Lewis may remain in Hollywood to produce the series.

IRNA Polls Network Affiliates On Basic Operating Subjects

Questionnaire Covers Commercial Copy, Station Breaks, Free Propaganda and Other Topics

A POLL of all network-affiliated stations on a half-dozen basic operations questions, including limitation of commercial copy, standardized 20-second station breaks and 30-word station break spots, has been ordered by Independent Radio Network Affiliates.

Culminating negotiations begun last August for revision of network-affiliated station relations, the IRNA executive committee Nov. 19 sent to all affiliates through the NAB a questionnaire dealing with these subjects. Affiliates were asked to approve, disapprove or otherwise comment on each of the six points and return the questionnaires to IRNA in care of the NAB, so that further deliberations may be had with NBC, CBS and MBS.

Six Points Covered

The six points are as follows:

1. All network commercial announcements except those of the designated sponsoring products to be eliminated.

2 (a). Limit commercial copy in network sponsored programs to 10% of the total program time evenings, 15% daytime, except quarter-hour programs paid for at the quarter-hour rate may have one-half minute additional commercial copy.

(b) Affiliates to agree to same general limitations, in our quarter-hour to one-hour sponsored programs, as asked of networks.

3. Station identification breaks between network programs to be not less than twenty seconds.

4. The above — No. 3 — to apply regardless of the number of consecutive sponsored programs contracted by an advertiser.

5. If networks agree to provisions above, affiliates to agree not to broadcast more than one thirty-word announcement between network sponsored programs and such announcements shall not be competitive to an adjacent program's sponsoring product.

6. All network programs run as sustaining, containing propaganda on behalf of commercial interests, such for example as would give free promotion of motion pictures, etc., to be eliminated.

Action was taken by the IRNA executive committee at a meeting in Washington Nov. 14. A report to IRNA members was written by the committee, with L. B. Wilson, WCKY, Cincinnati, as acting chairman due to illness of both Samuel R. Rosenbaum, WFIL, Philadelphia, chairman, and Mark Ethridge, WHAS, Louisville, the last-named confined to his hotel in Washington by a cold.

Whether there will be an unanimity of view among affiliates on the points raised in the questionnaire is doubtful. Some affiliates in the past have expressed the view that a hard and fast percentage basis of determining advertising content is not workable. This is on the theory that flagrant advertising can be just as easily incroporated in a short selling blurb as in a long one. Moreover, it is contended that a lengthy commercial message can be entirely unobjectionable if it is handled in deftly. Thus, it is anticipated, that there will be a split reaction among affiliates down the line and that some compromise will be reached.

In its report, the committee brought out that several meetings were held in New York during latter September and October in connection with network policies. These crystallized in the drafting of the questionnaire.

It was after the discussions with the networks that a sub-committee, comprising Messrs. Rosenbaum, Wilson and Arthur B. Church, KMBC, Kansas City, reached the conclusion that the practice of permitting network commercial announcements between programs has already assumed such proportions that it is "a distinct economic danger to affiliates."

The subcommittee said it could not subscribe to the networks' expressed fears that tightening of regulations to place a limitation on commercial copy and eliminate network spot announcements "will antagonize advertisers and drive them to magazines and other media than radio." "The subcommittee," said the report, "feels radio advertising is able to stand on its own merits, and that advertisers will welcome uniform, sensible regulations which will make broadcasting better for listeners and therefore more effective for their use."

The practice of bulk sale of time, permitting the advertiser to break up long periods, such as one hour, or longer programs into shorter periods, was "viewed with alarm" by the subcommittee. This practice, it contended, results in throwing aside the usual commercial copy limitations for long periods, and permitting perhaps double the commercial copy in four programs in an hour as ordinarily permitted in an hour program. Moreover, it was held, it also allows both "network chain break announcements" between the program periods and network spot announcements preceding or following each program.

"The subcommittee further views with alarm the admissions of certain network officials, both as to the possibility of further dividing bulk time into ten minute or one-sixth hour program periods and as to the possibility of as many as five contiguous announcements between program features, (1) closing commercial of sponsoring product, (2) network spot announcements, (3) station identification with time signal or other brief 'break' announcements, (4) network spot announcements, (5) program sponsor's opening commercial."

Announcements Between Programs

The report added the subcommittee was forced to admit that affiliates in some instances have broadcast "too long announcements between network programs, contrary to good broadcasting practices." It said it was unable to answer the network officials satisfactorily on an effective policing method to assure that if the IRNA committee's requests are met, affiliates will limit to 30 words announcements between network sponsored programs.

The committee recounted results of its deliberations with the networks. On Sept. 30, it pointed out, a joint meeting of the executive committee and representatives of the various network committees appointed by IRNA was held in New York. Discussion centered around the growing practice of networks in permitting commercial announcements to be used by sponsors to purchase time for programs advertising products other than those referred to in the sponsored program itself. It was emphasized this did not refer to tie-in or cut-in announcements made by local stations during network time for which the affiliates were separately paid. The complaint related to announcements made over the network either during program time or between continuous programs of the same sponsor.

Also discussed were other matters which culminated in their conclusion in the six-point questionnaire to affiliates. At this meeting, a resolution was adopted reading as follows:

"Recognizing the demands made to the networks by agencies and advertisers affecting the affiliates as well as the network companies, some of which demands are detrimental to the interests of listeners and damaging to the economic interests of listeners and damaging to the economic interests of broadcasters, the IRNA proposes to assist the network companies in

(*Continued on page 75*)

JUST LIKE F. D. R.

But Peter Grant Says It Is His Natural Voice

BECAUSE the voice of Peter Grant, WLW news commentator, resembles that of President Roosevelt, something of an official furor has been provoked, it is learned semi-officially.

It seems that when Mr. Grant, who conducts the Sunday Evening *Newspaper of the Air* on WLW, rears back and intones "My friends", it sounds like the Chief Executive himself. But it is claimed Mr. Grant makes no effort to simulate the President's voice, it being entirely natural on his part.

In any event, the report is current that the Department of Justice has looked into the matter, particularly since the White House has ruled that the President's voice may not be simulated in a broadcast without specific permission. Recently Mr. Grant observed his first anniversary on the Sunday Evening *Newspaper of the Air* Nov. 13, the program now being heard over six stations and sponsored by Boscul Coffee.

NETWORK AFFILIATES represented by the executive committee of IRNA convened in Washington Nov. 15 to perfect a questionnaire to member stations on relations with networks. [See accompanying story]. L. B. Wilson, WCKY, Cincinnati (seated extreme right) treasurer of IRNA, presided in the absence of Samuel R. Rosenbaum, WFIL, Philadelphia, confined to his home by illness, and Mark Ethridge, WHAS, Louisville, who was in Washington but also unable to attend due to illness. Seated, left to right: E. W. Craig, WSM, Nashville; John Shepard 3d, Yankee Network; Walter J. Damm, WTMJ, Milwaukee; I. R. Lounsberry, WGR-WKBW, Buffalo; George W. Norton Jr., WAVE, Louisville, counsel; Mr. Wilson Standing, left to right; C. W. Myers, KOIN-KALE, Portland, Ore., former NAB president; W. J. Scripps, WWJ, Detroit; Arthur B. Church, KMBC, Kansas City; H. K. Carpenter, WHK-WCLE, Cleveland.

Opening the Radio Door Into Canada

Specialized Handling Required to Attract Dominion Audience

By KEN SOBLE
President
Metropolitan Broadcasting Service, Toronto

STILL in his twenties, Ken Soble is synonymous with Canadian radio. He started as a time salesman ten years ago. Today he owns and personally supervises a large program building and time placing agency in Toronto, manages a successful radio station in Hamilton, and conducts the most popular amateur program in the Dominion. He knows Canadian radio, as you are about to learn.

MR. SOBLE

SINCE radio waves are no respecters of political boundaries, and are not controllable by tariff, Canadians have long had the opportunity of eavesdropping on American programs. More recently large American advertisers, keenly conscious of the possibilities of the rich and stable Canadian market, have transferred their programs intact to a coast-to-coast network of Canadian stations, which network was brought into existence by the Canadian Broadcasting Corp. for the express purpose of linking the scattered centers of population in Canada from the Maritimes to the Rockies.

America's top-notch radio shows, and her world-famous orchestras, gain a good hearing from Canadian listeners. But many an American advertiser's appropriation for Canada has been frittered away because of the failure of executives, who draw up plans and make decisions at their desks in New York or Los Angeles, to appreciate the peculiarities and distinctive features of the Canadian market, which demand special knowledge and treatment if the advertiser is to receive one hundred cents' worth of advertising value for every dollar he spends.

Some Misconceptions

The average American is inclined to think of Canada as just an appendage of the United States. He likes the country and is at a loss to know why the colony does not join the Yankee Empire. This is the conclusion of a Carnegie Endowment Report, which also makes the statement that contrary to general American opinion, the average Canadian is inclined to be a little cool towards Uncle Sam; he likes the Americans he knows, but an inferiority complex makes him resent United States ignorance of Canadian life and customs, and fear United States size and power.

Understanding and catering to Canada's tastes, Canadian radio men have been able to discover or adopt features which attract peak Canadian listening audiences, yet which at the same time can be produced at a cost which the limitations of population will allow. Such programs, designed specifically for the Canadian listener, take a strong hold on his imagination and consequently are a powerful factor in influencing his spending habits.

Hockey and radio, for example, have proved to be ideal teammates, and the introductory "Hello Canada, and hockey fans of the United States and Newfoundland . . ." of sports-announcer Foster Hewitt is as familiar to Canadian listeners as Rudy Vallee's "Heigh Ho Everybody . . ." is to all America. So far as known, Canadian hockey was the first game to be regularly sponsored commercially anywhere.

The start was made in 1931 by Charles Pasmore of MacLaren Advertising Agency, who sold General Motors of Canada on the idea of a small regional network. Sponsorship continued on an expanding network for five years, then shifted to Imperial Oil who plan a network of 36 stations to carry the hockey games to listeners from one end of Canada to the other.

Hockey is a native Canadian sport, and most players on both sides of the line are of Canadian origin or training. Hence the very keen interest of Canadians in this sport, which lends itself excellently to broadcast description, because of its speed, action, and wealth of excitement. Foster Hewitt, whose vivid description of the hockey games have helped to make them an outstanding radio feature, has been doing the job for 13 years, a record which equals that of Graham MacNamee.

Surveys carefully conducted each season have revealed that the hockey broadcasts enjoy a consistent year-to-year audience greater than the most popular American programs. Only Baron Munchausen, during his period of great popularity, and Charlie McCarthy during the past season, have gained the listener interest of a larger proportion of population than have the hockey broadcasts. Even these programs topped the hockey broadcast records by only a small margin.

The Language Problem

The Canadian radio man is also keenly aware of the language problem, for fully 20% of Canadians speak no English. The French Canadian population, concentrated chiefly in the Province of Quebec, is an important market that merits special attention. The strong attachment of the population to the Roman Catholic Church must be taken into account. Several French Canadian news and sport commentators have been developed, the hockey broadcasts being given in both English and French, and experimentation has revealed that historical drama is listened to and enjoyed by the French.

While leading American news commentators are welcome guests in many Canadian homes, the principal radio news source is the regional commentator. The Canadian views the political world in a somewhat different light than his American neighbor. Canada, as a member of the British Commonwealth of Nations, watches the actions of Great Britain far more closely, and in general is inclined to interpret them more sympathetically.

News, Custom Built

In Toronto, Newspaperman Jim Hunter has won a large following with a forcefully presented version of the news. Alka-Seltzer recently undertook sponsorship of this feature through its Canadian agency, Cockfield-Brown, and is satisfied with the results. In Montreal, Christopher Ellis has conducted a commercially sponsored news review for several years. The secret of the large local following of these features is the fact that the personalities, the subjects with which they deal, and the manner in which they handled them, are familiar to the listeners. In brief, the audience is receptive. Several types of program have been adapted for Canadian consumption by Metropolitan Broadcasting Service, a Canadian agency that specializes in radio.

An experimental policy on the part of the government-owned Canadian Broadcasting Corp. has resulted in vast strides being made in the field of educational programs. New types of educational broadcasts have been sought from one end of Canada to the other, and very effective use of drama has been made, in presenting to Canadians facts about their country's natural life, its resources, and its population.

Program building in Canada presents the radio advertiser with a far different series of problems than does program building in the United States. The territorial extent of the country is great, the population is comparatively small. There is the problem of religious and racial groups, and of the British Empire perspective of the vast majority of the population.

Although difficult, the task of discovering or developing a radio program that will appeal to the Canadian public is well worth while, for the market is one in which rich returns are the reward for an intelligent, well-directed radio campaign. As well as discovering the proper program the advertiser must design his commercial announcements so that they will appeal to a public that is more conservative than that of the neighboring republic, but which at the same time is inclined to be more loyal to a commercial product once their patronage is won.

Many American corporations are being attracted to Canada; economically it is much more stable than the United States, the local market is well protected by tariff, and there is the very considerable advantage of Imperial preference. By reason of the country's preoccupation with primary products, the dizzy heights of American boom years were never quite attained, but at the same time, the depths of American slump periods have been avoided. Long established Canadian firms, as well as newcomers to the market are discovering daily the value of radio advertising made-to-measure for the Canadian market.

E. S. Fentress Heads Buyers of WACO, KNOW

E. S. FENTRESS, publisher of the *Waco News-Tribune*, has been disclosed as the principal in the proposed purchase of WACO, Waco, and KNOW, Austin, the two Hearst Radio Inc. locals for which applications for transfer of ownership have been filed with the FCC. They will be sold for $50,000 each under the plan of Hearst Radio to liquidate all but a few of its station holdings.

At first it was stated that a group of Texas oil men had agreed to buy the two stations. When the applications were filed, it was shown that the purchaser was Frontier Broadcasting Co., with headquarters at 1119 W. Lancaster St., Fort Worth, and that the stockholders are Mr. Fentress, 50%; S. W. Richarson, rancher and capitalist, 25%, and Charles F. Roeser, oil man, 25%.

Would Acquire WCAX

VERMONT Broadcasting Corp., reported to have been organized to operate WCAX, Burlington, Vt. and the Burlington Daily News Inc., has applied to the FCC for authority to take over the license of WCAX, a local outlet on 1200 kc. The station is now licensed to the newspaper firm, of which Bertha Jackson and Bertha R. Wells Jackson are the stockholders. Principals in the Vermont Broadcasting Corp. are Charles P. Hasbrook, with 698 out of 700 shares of stock, and Clarence Cowles, attorney.

WWL 50 Kw. Plant Now In Operation

GOING on the air from its new 50,000-watt plant Nov. 19, WWL, New Orleans, broadcast until 4 a. m. to check coverage by asking listeners for verifications and received 3,000 telegrams from every state plus four foreign countries. The new plant is located at Kenner, La. It is RCA equipped throughout with a 395-foot Ideco radiator.

Formal opening of the new WWL plant, General Manager Vincent Callahan announced, has been scheduled for Nov. 30, with ceremonies in New Orleans' Roosevelt Hotel. Gov. Leche of Louisiana was to be the principal speaker, and CBS was to dedicate a special program that evening.

The new WWL plant was erected at a cost of $250,000 and is of the latest type. Its construction required six months under the direction of J. D. Bloom Jr., WWL chief engineer.

Canada Boosts Powers

FIRST of a series of wavelength and powers shifts recommended by the board of governors of the Canadian Broadcasting Corp., and officially announced by the Department of Transport in November will permit CJKL, Kirkland Lake, Ont., to change from 1310 to 560 kc. and increase power from 100 to 1,000 watts; CKGB, Timmins, Ont., to shift from 1420 to 1440 kc., and increase from 100 to 1,000 watts; CKMC, Cobalt Ont., to increase its power from 50 to 100 watts on its present frequency. The first two have ordered RCA transmitters and will build new plants, according to Owner Roy Thompson, and are not expected to be ready for operation with their new facilities until May 1. More power boosts for other stations are anticipated, nearly all 100 watters having made applications for 250 to 1,000 watts.

WBCM, Bay City, Sold

PROPOSED sale of two-thirds interest in WBCM, Bay City, Mich., for $100,000, was disclosed in an application made public by the FCC Nov. 21. James E. Davidson, owner of the station and Republican national committeeman for Michigan, is disclosed as having agreed to sell 3,332 out of 5,000 shares to Harley D. Peet, head of the Peet Packing Co., of Bay City. It is understood that S. W. Edwards, former U. S. radio inspector in Detroit and recently in the consulting engineering business, who was called in to rebuild and manage the station, will continue as its manager. The station is a full-time regional on 1410 kc.

Two More Join WTS

ADDITION of two stations — WHIO, Dayton and WBIG, Greensboro, N. C.—to the roster of the World Transcription System, making a total of 50 affiliates for the transcription structure, was announced Nov. 25 by A. J. Kendrick, World vice-president and general manager of WTS. The Group, which was launched Sept. 15 with 25 outlets, has now doubled its membership, and seeks all told some 75 outlets in primary markets.

Four Firms Planning

EXTENSIVE national campaigns to include radio in the media lists are being prepared by Glasser Adv. Agency, Los Angeles, for four new West Coast accounts. These are scheduled to start in early December with station lists now being made. Dr. Alan's Pet Chemical Co., Los Angeles (Infectocide Shampoo), using radio for the first time, will start on KFI, that city and KIEV, Glendale, Cal., with spot announcements and participation programs. List will be expanded as new markets open. George Antheil, Hollywood, to promote the Seenote system of piano teaching, will use direct mail, class magazines and radio. Cure-a-Sole Co., which has just completed a brief spot announcement test on WIBW WWVA KFEL KFOX and XECA, is planning a national campaign to promote its leather preserver. Overhaul Inc., Hollywood, (mineral oil for automobiles), is using a series of spot announcements on WWVA WIBW WWBN KWK in a test, and will expand activity.

WFBR HANDICAP race, day before the Futurity at Baltimore's Pimlico track, is believed to be the only horse race ever named after a radio station. Here the WFBR Trophy is being presented by Hope Barroll Jr. (left), executive vice-president of WFBR, to W. A. Crawford, trainer of Lucky Omen, the winner, as Jockey Eddie Arcaro looks on.

BILL STERN, chief football announcer for NBC, picked an All-American team for 1938 that appeared in the Nov. 18 issue of *Life*, whose editors credit Stern with "the best overall knowledge of teams and players" of all football reporters in the country.

Oral Argument on WLW's Protests Against Superpower Ruling Expected

THE RECOMMENDATION of the FCC Superpower Committee that WLW be denied renewal of its experimental authorization to continue operation with 500 kw. and that it be returned to its regular output of 50 kw. was strongly challenged by WLW in exceptions to the report filed with the Commission Nov. 21.

Through Duke M. Patrick, WLW counsel, a 57-page pleading, noting 125 separate exceptions to the report, was filed. The report took issue with the recommendation made by the Committee comprising Case, chairman, Craven and Payne. [BROADCASTING Nov. 1].

Pursuant to regular Commission procedure, it is expected oral arguments will be scheduled before the full Commission on the report and the exceptions, but no date has been indicated. Since four members of the Commission are participating in the special network inquiry, it is likely that the oral arguments will not be held for several weeks.

Mr. Patrick not only categorically denied many of the conclusions reached by the committee in its unanimous report but also challenged the failure of the committee to find certain facts which it claimed were present in the record of the hearings.

It was contended that there was no basis for any conclusion that WLW's operation with 500 kw. and the consequent extension of its service area, had any economic affect upon stations in its primary service area. Moreover, it was held that the committee failed to find that WLW's operation with superpower resulted in rendering a meritorious "and needed service over wide and thickly settled areas which is not otherwise available from any other source and which service, at least in large measure, would be destroyed in the event WLW is authorized to continue operation with but 50 kw." The committee also failed to show that the testimony indicated that the rates for stations in WLW's service area increased much more rapidly than those of WLW, it was contended.

At the very outset, WLW contended that the committee failed and refused to recognize the rule of the U. S. Court of Appeals for the District of Columbia in the so-called Saginaw case and follow processes held to be essential to the preparation of any findings of fact which are used as the basis for determination of any case.

A number of other alleged failures of the committee to take into account existing rulings, precedents or practices also were cited. In this regard, WLW challenged the failure of the committee to take note of advances in broadcasting technique and development of equipment which WLW claimed it had made by virtue of its experimental operation.

It was charged, for example, that the committee failed to find that under present-day conditions of propagation, operation of WLW with power of 50 kw. would result in approximately no secondary service of the order assumed to be sufficient under the Commission's standards to render secondary service to rural areas under average conditions.

Regarding allegations of interference with the secondary service area of WOR, WLW contended that if it is desired to eliminate all such interference it would be necessary to entirely remove WLW or any station in the secondary area of WOR on 700 kc. It pointed out that from the technical evidence submitted there have been practically no complaints from listeners in the area which would be affected by interference between WLW and WOR and from the additional fact that WOR, even though notified as a respondent, did not appear and oppose the granting of the extension of WLW's experimental authorization.

As the gross and net incomes of WLW have increased, the station has consistently and at about the same proportion increased its expenditures for construction and presentation of programs, it was held. Moreover, it was stated that the total expenses for WLW maintenance and operation have increased in almost direct proportion to gross and net income since 1929 but that the committee failed to find and report on that fact.

WLW maintained from the economic standpoint that stations within a primary service have increased rather than suffered any loss in revenue since WLW began 500 kw. operation in 1934.

Other Stations Grew

"This demonstrates that such stations had enjoyed a relatively large growth in radio receipts in spite of the alleged adverse affects of WLW's 500 kw. operation on this class of station and that WLW's 500 kw. operation had not prevented such stations from securing sufficient revenues to enable their owners to operate such stations 'as media of local self-expression' " said the report. It was contended the committee had failed to find this fact.

Failure to draw allegedly proper conclusions from testimony of witnesses on economic subjects also was charged by WLW. In this connection it was claimed that the committee failed to find that there was no evidence presented to establish the fact that any specific chain or spot account carried by other stations in the Cincinnati area prior to April 1934 was cancelled because of the WLW power increase. Moreover, it was held the committee failed to find that of the 73 stations located within the half millivolt daytime contour of WLW's 500 kw. transmitter, none made a voluntary appearance in opposition to the continuance of the experimental license and that those who did appear had been subpoenaed.

Many Errors Cited

Numerous citations of error were made in connection with the committee's report, particularly in the economic sphere. Additionally, it was contended that the committee erred in concluding that power of 500 kw "is not essential to the program of experiments." It was argued that the committee erred in finding and concluding that competition ceases to be reasonable and becomes undesirable when the effect is to "render impossible the operation of stations as media of self-expression." It was contended the inference was unsupported by any facts in the record, that the operation of WLW has or may have any such result.

Also challenged was the conclusion that representatives of WLW in selling time stressed the point of the "tremendous amount of power and the consequent very wide coverage thereby obtained" and the failure of the committee to find that all stations whether large or small "must of necessity sell their service on the basis of cost of coverage to the advertiser, which necessarily includes the area and population covered."

The final exceptions were as to the failure of the committee to find that continued operation of WLW with 500 kw. "will not adversely affect existing stations within the primary service area of applicant stations, either as to service rendered by such stations to the public or by reason of diminution of the operating revenues of such stations, or otherwise."

WHO offers $14,736,000 EXTRA DRUG SALES from "IOWA PLUS"!

The drug-store merchandise sold annually in Iowa represents a value of *twenty-two million dollars*—but that's only 66% of the sales that are made every year in WHO's Iowa Plus!

The EXTRA coverage that WHO offers you *outside the state of Iowa* represents an EXTRA market worth $14,736,000 per year to manufacturers of drug-store merchandise.

With WHO, you cover a surprisingly large slice of the entire Midwest, at surprisingly low cost. *Without* WHO, you can't cover the Midwest, no matter *how* much you spend. . . . May we prove it for you?

WHO

FOR "IOWA PLUS!"

DES MOINES . . . 50,000 WATTS

J. O. MALAND, MANAGER

FREE & PETERS, INC., Representatives

Some Sidelights on Radio's Infancy

How David Sarnoff at 25 Foresaw 'Radio Music Box' and Networks

LETTERS and memoranda made public at the current network hearings before the FCC throw fascinating sidelights on the inception of radio broadcasting services as they are known today. They were dug out of musty files by Gleason Archer, president of Suffolk University, while writing his recent book on the "History of Radio to 1926". The excerpts and texts, as introduced at the FCC hearings, are here republished by BROADCASTING for their historical value and present appeal.

IN 1916 Mr. Sarnoff [David Sarnoff, now president of RCA and chairman of the board of NBC] embodied in a written recommendation to Edward J. Nally, the general manager of the American Marconi Co., the details of his proposed "Radio Music Box" scheme. Mr. Nally's reply, dated Nov. 9, 1916, is in existence. Elmer E. Bucher, at that time an engineer of the Marconi Co., was with Mr. Sarnoff in 1916 when the latter dictated the following statement:

"I have in mind a plan of development which would make radio a 'household utility' in the same sense as the piano or phonograph. The idea is to bring music into the house by wireless.

"While this has been tried in the past by wires, it has been a failure because wires do not lend themselves to this scheme. With radio, however, it would seem to be entirely feasible. For example—a radio telephone transmitter having a range of say 25 or 50 miles can be installed at a fixed point where instrumental or vocal music or both are produced. The problem of transmitting music has already been solved in principle and therefore all the receivers attuned to the transmitting wave length should be capable of receiving such music. The receiver can be designed in the form of a simple 'Radio Music Box' and arranged for several different wave lengths, which should be changeable with the throwing of a single switch or pressing of a single button.

All in One Box

"The 'Radio Music Box' can be supplied with amplifying tubes and a loudspeaking telephone, all of which can be neatly mounted in one box. The box can be placed on a table in the parlor or living room, the switch set accordingly and the transmitted music received. There should be no difficulty in receiving music perfectly when transmitted within a radius of 25 to 50 miles. Within such a radius there reside hundreds of thousands of families; and as all can simultaneously receive from a single transmitter, there would be no question of obtaining sufficiently loud signals to make the performance enjoyable. The power of the transmitter can be made 5 kw, if necessary, to cover even a short radius of 25 to 50 miles; thereby giving extra loud signals in the home if desired. The use of head telephones would be obviated by this method. The development of a small loop antenna to go with each 'Radio Music Box' would likewise solve the antennae problem.

"The same principle can be extended to numerous other fields as, for example, receiving lectures at home which can be made perfectly audible; also events of national importance can be simultaneously announced and received. Baseball scores can be transmitted in the air by the use of one set installed at the Polo Grounds. The same would be true of other cities. This proposition would be especially interesting to farmers and others living in outlying districts removed from cities. By the purchase of a 'Radio Music Box' they could enjoy concerts, lectures, music, recitals, etc., which may be going on in the nearest city within their radius. While I have indicated a few of the most probable fields of usefulness for such a device, yet there are numerous other fields to which the principle can be extended . . .

A Source of Revenue

"The manufacture of the 'Radio Music Box' including antenna, in large quantities, would make possible their sale at a moderate figure of perhaps $75 per outfit. The main revenue to be derived will be from the sale of 'Radio Music Boxes' which if manufactured in quantities of 100,000 or so could yield a handsome profit when sold at the price mentioned above. Secondary sources of revenue would be from the sale of transmitters and from increased advertising and circulation of the *Wireless Age*. The company would have to undertake the arrangements, I am sure, for music recitals, lectures, etc., which arrangements can be satisfactorily worked out. It is not possible to estimate the total amount of business obtainable with this plan until it has been developed and actually tried out but there are about 15,000,000 families in the United States alone and if only one million or 7% of the total families thought well of the idea it would, at the figure mentioned, mean a gross business of about $75,000,000 which should yield considerable revenue.

A Sales Prophecy

"Aside from the profit to be derived from this proposition the possibilities for advertising for the company are tremendous; for its name would ultimately be brought into the household and wireless would receive national and universal attention."

When the Radio Corporation of America took over the business of the American Marconi Co. in the autumn of 1919, David Sarnoff was commercial manager of that corporation. Upon the merger Mr. Sarnoff became commercial manager of RCA. It is apparent that he had abundant faith in his "Radio Music Box" idea and that in the winter of 1920, months before broadcasting began at East Pittsburgh, he revived the idea by laying the same before Owen D. Young, chairman of the board of General Electric Co. and RCA. On March 3, 1920, E. W. Rice Jr., president of General Electric, requested Mr. Sarnoff to submit an estimate of prospective radio business based upon his "Music Box" idea. A significant portion of that reply is as follows:

"The 'Radio Music Box' proposition (regarding which I reported to Mr. Nally in 1916 and to Mr. Owen D. Young Jan. 21, 1920) requires a considerable experimentation and development; but, having given the matter much thought I feel confident in expressing the opinion that the problems involved can be met. With reasonable speed in design and development, a commercial product can be placed on the market within a year or so.

"Should this plan materialize it would seem reasonable to expect sales of one million (1,000,000) 'Radio Music Boxes' within a period of three years. Roughly estimating the selling price at $75 per set, $75,000,000 can be expected. This may be divided approximately as follows: 1st year, 100,000 Radio Music Boxes, $7,500,000; 2nd year, 300,000 Radio Music Boxes, $22,500,000; 3rd year, 600,000 Radio Music Boxes, $45,000,000; total $15,000,000." It is interesting to note that the RCA's actual cash returns on sales of "Radio Music Boxes" for home sets for the first three years of the radio boom were as follows: 1st year, 1922, $11,000,000; 2nd year, 1923, $22,500,000; 3rd year, 1924, $50,000,000; total, $83,500,000.

* * *

A Letter of June 17, 1922

Mr. E. W. Rice, Jr., Honorary Chairman, Board of Directors, General Electric Co., 120 Broadway, New York City.

Dear Mr. Rice:

"With the idea of presenting to Mr. E. M. Herr and yourself, members of the broadcasting committee appointed by the board of directors of the Radio Corporation of America at its last meeting, a suggestion which might form the basis of a discussion at the first meeting of the broadcasting committee which I hope can be held some day next week convenient to Mr. Herr and yourself, I submit the following:

First, it seems to me that in seeking a solution to the broadcasting problem, we must recognize that the answer must be along national rather than local lines, for the problem is distinctly a national one.

Secondly, I think that the principal elements of broadcasting service are entertainment, information and education, with emphasis on the first feature—entertainment; although not under-estimating the importance of the other two elements. Expressed in other words, and considered from its broadest aspect, this means that broadcasting represents a job of entertaining, informing and educating the nation and should, therefore, be distinctly regarded as a public service.

"That this kind of a job calls for specialists in the respective fields and that it requires expert knowledge of the public's taste and the manner in which to cater the public's taste is apparent on the surface. That manufacturing companies or communication companies are not at present organized and equipped to do this kind of a job in a consistent and successful way is to my mind also clear.

"If the foregoing premises be correct, it would seem that the two fundamental problems calling for a solution are—

"1. Who is to pay for broadcasting?

"2. Who is to do the broadcasting job?

"Many suggestions have been made by well intentioned persons on the inside and outside, in an endeavor to answer both the above problems but to my mind none of the suggestions yet made, with which I am acquainted, are sufficiently comprehensive or capable of withstanding the test of real analysis and this largely because the major portion of the suggestions thus far offered build a structure on a foundation which calls for voluntary payment by the public for the service rendered through the air.

Who Is to Pay

"With respect to problem No. 1. Attractive as the above suggestions are, I am of the opinion that the greatest advantages of radio—universality and, generally speaking, its ability to reach everybody everywhere—in themselves limit, if not completely destroy, that element of control essential to any program calling for continued payment by the public.

"Stated differently, it seems to me where failure to make a payment does not enable a discontinuance of service—as, for example, in wire telephony, gas, electric light or water supply—the temptation to discontinue payments on the ground of poor service, etc., is too

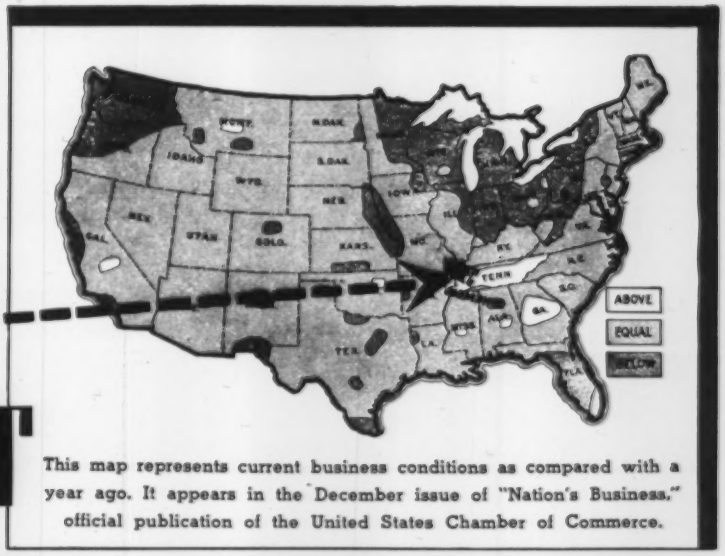
(*Continued on page 56*)

The Nation's

BEST MARKET

and

The Market's BEST STATION



This map represents current business conditions as compared with a year ago. It appears in the December issue of "Nation's Business," official publication of the United States Chamber of Commerce.

CERTIFIED COVERAGE IN SQUARE MILES

WREC	2nd STATION	WREC
81,600 Miles 100%	54,756 Miles 66⅔%	49% MORE than 2nd Station

STATION POPULARITY (1936)

WREC	2nd STATION	WREC
50.7% of ALL Retailers	34% of All Retailers	47% MORE than 2nd Station

STATION POPULARITY AMONG BUYERS (1938)

WREC	2nd STATION	WREC
64% of ALL Listeners	32% of All Listeners	100% MORE than 2nd Station

RETAIL DRUG TRADE SURVEY (To Drug Store Owners)

WREC	2nd STATION	WREC
50% of ALL Listeners	35% of All Listeners	43% MORE than 2nd Station

WREC 81,600 Square Miles — **2nd Station** 54,756 Square Miles

Survey by Jansky & Bailey, 1937

WREC 64% of Total Audience — **2nd Station** 32% of Station Audience

Survey by Oliver P. Cobb & Co. (Sept. 17, 1936). 5000 Postal Cards mailed City and Territory. Question: "Which Memphis Radio Station Do You Listen To Most?"

WREC led 2nd Station by 43%.

Survey by Cole and Company, Inc. (Sept. 23, 1938). 11,553 interviews among purchasers in 434 retail stores throughout city and trading territory. Question: What Memphis Radio Station Do You Listen To Most Regularly?

WREC 50% — **2nd Station** 34%

Survey by R. L. Polk (Feb. 23, 1938). Question: "What Memphis Radio Station Do You Prefer to Carry Advertising of a Drug Product?"

Figure it ANY way, WREC covers the greatest territory; is the most popular station among RETAILERS, and covers the most people in the market, which, as the map from Nation's Business shows, is the greatest "White Spot" in America.

WREC IS **ALWAYS** YOUR FIRST CHOICE.

WREC

"The Voice of Memphis"

A CBS STATION • NATIONAL REPRESENTATIVE. E. KATZ CO.

AFRA Seeks Standard Wages For Net Commercial Artists

Negotiating Committee Is Empowered to Offer Concessions in Dickering on National Contracts

NEGOTIATION of a standard scale of wages and working conditions for artists employed on commercial network programs is the next goal of the American Federation of Radio Artists and every effort will be made to achieve this result within the year. A resolution unanimously adopted by the AFRA convention, held Nov. 14-15 in St. Louis, set this agreement for talent on commercial programs as the most pressing piece of business confronting the union, and the national board is planning to exert all possible pressure to put it through as soon as possible.

Delegates from various parts of the country met to coordinate local differences during the convention and AFRA officials feel that they can resume their meetings with agency executives and the committee of the American Association of Advertising Agencies and present demands that have the backing of the entire union membership.

Strengthened Position

To speed the progress of these negotiations the convention empowered the negotiating committee on national matters to draw up contracts and make concessions, subject to the approval of the national board and the ratification of the final contracts by the membership. It also conferred on the national board the authority to call strikes whenever the board may believe such action necessary to the welfare of its members. The effect of such power is seen as putting AFRA in a much stronger position to enforce its demands against sponsors and stations employing its members.

In her report as executive secretary, Emily Holt reviewed AFRA negotiations which have resulted in an agreement with NBC and CBS covering all artists engaged on network sustaining programs; agreements for announcers at WEAF, WJZ and WINS, New York, WCFL, Chicago, KJBS and KGO, San Francisco, and an agreement for all AFRA members at WRJN, Racine. AFRA is now negotiating with WHN and WEVD, New York, WGY, Schenectady, and KNX, Los Angeles, she said, and the agenda for the coming year calls for negotiations with stations in Cincinnati, Denver, Detroit, and St. Louis, and for staff announcers employed in Boston, Washington, Philadelphia and Pittsburgh.

Pointing with pride to this record for an organization only a little more than a year old and to the union's growth from about 400 members at the time its charter was received on Aug. 16, 1937, to approximately 6,000 members today, Mrs. Holt said that AFRA has been fortunate in encountering little of the opposition and intimidation from employers that hinders the progress of many new unions. "I think we have experienced an absolute minimum of this type of discouragement in organizing," she stated. "In securing the enrollment of 6,000 members we have had only four specific instances of discharge for union activities, a percentage so small as to be negligible."

"Concurrent with all these negotiations," she said, "AFRA has been progressing its purpose of securing uniform scales and working conditions for network commercial broadcasts. It has made proposals which have been discussed over a period of months with representatives of the various advertising agencies and with a committee appointed by their trade association, the AAAA. It is now in the throes of revising and coordinating these scales and the National Board and your executives are bending every effort to secure a contract or establish these scales by rule and regulation."

Disc Committee Named

In addition to this agreement for talent on network commercials and to negotiating collective bargaining agreements for talent in Cincinnati, Detroit, Denver and St. Louis, the convention set as tasks to be accomplished during the coming year negotiations for agreements with stations in New York, Chicago, Los Angeles and San Francisco which were not covered by the network agreement and for classes of AFRA members in those cities not included in existing contracts, and also negotiations for an agreement covering artists employed in the manufacture of electrical transcriptions.

To facilitate this last item, a permanent transcription committee was appointed, which will immediately begin collecting data and coordinating scales so that this material will be ready at the beginning of negotiations and will not have to be collected later as has been the case in the current negotiations on network commercials.

Members of the transcription committee are: Lindsay MacHarrie, Los Angeles, chairman; Bernard Burke, Chicago; Earl Lee, San Francisco; Maurice Cliffer, St. Louis; Carl Eastman, New York; Gwen De Lany, Detroit; Betty Stulla, Denver, and Louis Levy, Cincinnati.

The convention ratified the principle of group insurance and instructed its National Board to investigate the situation and to make recommendations at the next convention, which will be held in Chicago next August. The board was also instructed to confer with Equity, the Screen Actors Guild and the American Guild of Musical Artists, organizations which cooperated in sponsoring the new radio talent union, AFRA, and to try to work out a plan for closer amalgamation of all these actor organizations.

Other resolutions endorsed the Wagner Act, which has eased the path of AFRA both in organizing and in securing agreements; urged the American Federation of Labor to reopen negotiations with the Congress of Industrial Organizations and continue them until peace is established, and requested President Roosevelt to make a vigorous protest to Germany against its persecutions of the Jews.

Several resolutions were adopted calling for cooperation with other organizations of workers employed in broadcasting, one in particular opening the way for a consolidation of the American Guild of Radio Announcers and Producers, independent union, into the AFRA ranks. The complete list of officers and directors nominated by the official committee was elected. Officers, all of whom served last year, are: Eddie Cantor, president; Lawrence Tibbett, Norman Field, Jascha Heifetz and James Wallington, vice-presidents; Lucille Wall, recording secretary, and George Heller, treasurer. Elected diectors are: William Adams, Edward Arnold, Phil Baker, Edgar Bergen, Frank Chapman, Everett Clark, Georgia Fifield, Ben Grauer, John B. Hughes, Alex McKee, Ann Seymour, Margaret Speaks, James Wallington, Kirkland Wells and Ned Wever.

A FEW of the 16 CBS Hollywood staff members who participated in the Nov. 19 transcontinental broadcast of the blast which broke through the 13-mile, 1500-foot deep Mt. San Jacinto tunnel, near Banning, Cal., key project of the $200,000,000 Metropolitan Water District Aqueduct (Southern California) program. They are gathered in the superintendent's office at head of the shaft for last-minute script revision. The broadcast signalized completion of the world's most difficult engineering project. Underground microphones picked up the roar of the blast. CBS crew was scattered over the 392-mile length of the project—from Parker Dam on the Colorado River, to Hollywood, to present the word picture. In the superintendent's office, standing, are Sterling Tracy, Dermot Kelly and George Johnston, special events department. Seated (center), Knox Manning, commentator, with (right) Russ Johnston, CBS Hollywood continuity editor. Program was titled *It's Deep Enough*, the hard rock miner's expression signifying the job is done.

DUE to seasonal difficulties, construction of the new KFAR, Fairbanks, Alaska, recently authorized by the FCC, has been delayed and the station is not expected to go on the air until Sept. 1, 1939. Capt. A. E. Lathrop, Alaskan banker, industrialist and publisher, has been authorized to build the station with 1,000 watts on 610 kc.

PEAR SPOT DRIVE MAY BE EXTENDED

THE Oregon - Washington - California Pear Bureau, with headquarters in Seattle, recently launched a radio campaign in three cities, KWK, St. Louis,; WFIL, Philadelphia; and WTCN, Minneapolis with the possibility of the campaign extending to stations in numerous other key cities.

The stations have already been selected in case there is a shift in the advertising budget funds. The Bureau will spend $55,000 for this season's advertising in all media, with radio claiming the major portion. The medium is selected at the requests of the local committees in the various markets. Transcribed announcements are being used, some of which resume a series begun last year, along the theme of a "radio game" called "What's Wrong!"

Funds for the Pear Bureau campaign are raised by a per box assessment among the members — growers being assessed 2 cents per box on Anjou, Bosc and Comice (leading varieties) and ½ cent per box on Nelis, Howells and Easters (subsidiary varieties) paid via growers' shippers into the Pear Bureau, by those shippers signed to contracts. The account is handled through Izzard Co., Seattle.

Hayes Heads WABC Sales

ARTHUR HULL HAYES has been appointed sales manager of WABC, CBS New York key station. Formerly manager of the New York office of Radio Sales, CBS sales organization for the network's owned and managed stations, Hayes has been specializing on WABC for the past year and recently has had several salesmen assigned to his staff. Marlo L. Bloom, formerly with Hirshon-Garfield, New York agency, is the latest addition to the WABC sales force. In conjunction with this increased sales activity for the station, George Allen, CBS production executive, has for several months had active charge of reprogramming the station's early hours, resulting in a line-up of special quarter-hour programs between 6:30 and 9:25 a. m.

Newspaper Radio Drive

A CONTRACT calling for 13 one-hour Sunday morning transcription concerts has been signed by the *New York Evening Post* with WOR, Newark, under which the promotion department of the newspaper plans to give away thousands of records of musical masterpieces in an intensive circulation drive. The series started Nov. 27 and is heard 10:30-11:30 a. m. under the title of *Symphony Concerts*. The *Post* has been a consistent user of WOR in its drive during the last four years which brought its circulation from 50,000 to about 280,000. Amos Parris & Co., New York, is agency.

Skidoo Tests on Coast

SKIDOO Co., Columbus, O. (household cleanser), in a 13-week Southern California campaign which started Nov. 14, is using weekly participation in *Art Baker's Notebook* on KFI, Los Angeles, placing through Jaap-Orr Co., Cincinnati.

WWJ Scores Again with Listener Preference of More Than 2 to 1

According to an independent and unbiased survey made by the Ross Federal Corporation, nationally-known research organization, 57% of the radio audience interviewed during the University of Michigan-Northwestern foot ball game were tuned to WWJ. A broadcast of the same game by another Detroit station attracted the next largest audience, or 26% of the total, showing a preference of more than two to one in favor of WWJ.

Such outstanding preference is due largely to the fact that for 18 years, WWJ has rigidly adhered to the policy of presenting the listener with the best balanced programming, not only through its network affiliation but also with news, sports, music, drama and other entertainment originating within the WWJ staff organization.

Result of Survey by the Ross Federal Corporation on November 12. The University of Michigan-Northwestern game was being broadcast on WWJ and WJR at the time,

57% Listening to WWJ
26% Listening to WJR
12% "All other Stations"
5% No information

WWJ

Established Aug. 20, 1920
Basic Red Network Station

National Representatives
George P. Hollingbery Co.
New York : Chicago : Detroit :
Atlanta : Kansas City : San Francisco

WHO Plans Tests Of Collins System

New Transmission Method Said To Cut Power Consumption

PRELIMINARY installation has been started at WHO, Des Moines, in connection with an experimental investigation of a "radically new system of transmission," according to an announcement Nov. 25 by Arthur A. Collins, president of Collins Radio Co. of Cedar Rapids, Iowa.

The new system is a development of Collins based principally on an invention of Dr. J. F. Byrne of the technical staff. It employs polyphase radiation designed to accomplish amplitude modulation and normal reception with conventional broadcast receivers.

"The chief advantage promised by the new development is a realization of the theoretical minimum of power consumption and tube capacity amounting to a substantial reduction in power and tube cost of even the most recent high-frequency systems," said the announcement.

Operations To Sart Soon

The present WHO transmitter site, together with part of the regular WHO radiating system, is being utilized for the experiment, which has been approved by the FCC. Experimental transmissions will be begun in the near future, utilizing the call letters W9XC and a power of 1,000 watts on WHO's regular frequency of 1,000 kc. WHO's regular operating power is 50,000 watts.

The experiments will be conducted between midnight and the beginning of WHO's normal broadcast day and at times when its experimental facsimile apparatus is not in operation. The work is being carried on for engineering data only under the direction of Paul Loyet, technical director of WHO. Members of the staff of Collins also are collaborating in the work.

"No definite predictions are being made at this time by Collins Radio as to the ultimate application of the system beyond the statement that the development when perfected will most likely find its principal application in stations of 50 kw. or greater," said the announcement.

Elliott Roosevelt on Air With Texas News Series

ELLIOTT ROOSEVELT, son of the President and president of the Texas State Network, who makes his home in Fort Worth, returned to the air Nov. 18 over that network, broadcasting every Friday at 6 p. m. on *Texas in the World News*. The program is offered for sponsorship locally on each of the 23 TSN outlets.

An ardent Texas booster, Mr. Roosevelt on Nov. 21-23 directed a statewide good will tour in a Gulf Oil Co. plane, headed by Gail Northe, TSN director of women's activities. Mayors and local dignitaries in each city on the network were invited to greet the flight participants and each station carried the event for a half-hour over the hookup. On the flight, in addition to Miss Northe, were Truett Kimsey, TSN chief engineer, and Charles Rowe, pilot.

FTC's Scrutiny of Radio Advertising Yields 1,544 Potential Cases in Year

OUT OF 1,069,944 pages of typewritten network and station scripts comprising 490,612 continuities, the Federal Trade Commission developed only 1,544 prospective cases involving allegedly false or misleading advertising, the Commission announced Nov. 30 in its annual report covering the fiscal year ended June 30, 1938.

The FTC's special board of investigation, known since Oct. 22 as the Radio & Periodical Division, scans advertising matter in newspapers and magazines for possible misleading statements and claims. As explained in the report, the commission's purpose is to prevent false and misleading representations, it merely indicating what an advertiser may not say rather than what he shall say.

During the 12-month period the FTC sent questionnaires to periodical and radio advertisers in 733 cases, negotiated 383 stipulations and settled and closed 625 cases by its various methods of procedure. No separate breakdown is made of disposition of cases involving radio advertisers inasmuch as many of them also appear in publications.

Acknowledgment is made of the willingness of networks, transcription producers and 617 stations to cooperate with the Commission in its advertising work. In all, it examined 2,069,306 newspaper, magazine and radio advertisements.

Drugs Top the List

Among advertisements marked for investigation, drugs and remedies comprised 30.5%; food products and beverages 6.8%; cosmetics and toiletries 6.1%; health devices and similar specialties 5.3%; commodity sales promotion plans and novelty goods 14.9%; correspondence courses, stamps, books and similar order offers 12.5%; auto, radio, refrigeration lines etc. 9%; miscellaneous 14.9%.

The section of the report dealing with radio advertising follows:

The Commission, in its systematic review of advertising copy broadcast over the radio, issues calls to individual radio stations about 4 times yearly. The continuity returns resulting from such calls for commercial script cover specified 15-day broadcast periods.

National and regional networks respond on a continuous weekly basis, submitting copies of commercial continuities for all programs wherein linked hook-ups are used involving two or more affiliated or member stations.

Producers of electrical transcription recordings submit monthly returns of typed copies of the commercial portions of all recordings produced by them for radio broadcast. This material is supplemented by periodical reports from individual stations listing the programs of recorded transcriptions and other essential data.

The combined radio material received furnishes representative and specific information on the character of current broadcast advertising which is proving of great value in the efforts to prevent false and misleading representations.

During the fiscal year ended June 30, 1938, the Commission received 490,670 copies of commercial radio broadcast continuities, amounting to 1,069,944 pages of typewritten script. These comprised 677,074 pages of individual station script and 392,870 pages of network script.

The special board, through its examining staff, read and marked 490,612 commercial radio broadcast continuities, amounting to 885,857 pages of typewritten script. These comprised 352,870 pages of network script and 532,987 pages of individual station script. An average of 2,905 pages of radio script were read each working day. From this material, 22,959 commercial broadcasts were marked for further study as containing representations that may have been false or misleading. The 22,959 questioned commercial continuities provided current specimens for check with existing advertising cases as to their compliance with actions, stipulations, and orders of the Commission and formed the bases of 1,544 prospective cases not previously set aside for investigation.

The Commission has developed from its commercial broadcast review data analyses showing the principal sources of false and misleading advertisements, segregated as to network, transcription, and individual station type of broadcasts, the latter being further broken down as to zone location and transmitting power. Such analyses are prepared only for the Commission's use in this type of work.

Many requests have been received from radio stations for advice and information concerning certain advertisers and their products. The Commission cannot give the information requested in many cases either because the matters may be under investigation or it is not fully advised of all the facts and cannot render opinions therein. It is the Commission's policy to treat as confidential all proceedings prior to acceptance of a stipulation or issuance of a complaint. After a stipulation has been accepted and approved, or a complaint issued, the facts concerning such proceedings are for the public record and available to anyone who may request them.

RUSSELL E. PIERCE, editorial director of Cecil, Warwick & Legler, New York, is business manager of Lou Nova, contender for the heavyweight boxing title of the world, at present in training for his next bout with Tommy Farr, Dec. 16, at Madison Square Garden.

HUNTSMEN bold ventured forth last month on a deer and bear hunt in the Pisgah National Game Preserve in western North Carolina, and with them went radiomen from WBT, Charlotte, who had to pack in their equipment on muleback and employ several hundred CCC boys to string wires to the nearest phone connection for the 159-mile remote. Here Supervisor Ochsner of the Forest Service is being interviewed by Charles Crutchfield, WBT program director, holding mike, while Special Events Director Bill Mitcham looks on. The WBT crew also included Bill Bivens as announcer, Chief Engineer James Beloungy and Engineer Dick Whitman.

FCC DROPS CHARGE ON WJJD ACCOUNTS

AN EFFORT of the FCC last summer to set up a new practice in citing stations for allegedly improper advertising was dropped Nov. 21 when the Commission renewed the license of WJJD, Chicago, and cancelled a hearing which it had ordered.

WJJD was cited July 20 when the Commission announced in a formal press release that preliminary investigations following complaints disclosed that it had carried patent medicine advertising not in accord with orders issued by the Federal Trade Commission. The proprietaries involved were Cystex, and Kolar-Bak hair dye.

Paul D. P. Spearman, counsel for WJJD, on Aug. 2 petitioned the Commission to reconsider its action, alleging that the advertising in connection with the products in no way violated any requirements of the Trade Commission or of the Pure Food & Drug Administration and that the Trade Commission has exclusive jurisdiction over all such matter under the Wheeler-Lea Act. He contended also that any attempt by the FCC to take over any inquiry into such advertising or to mete out punishment on that basis "is nothing less than an attempted invasion of the jurisdiction of the Federal Trade Commission."

Nitrate in the South

CHILEAN NITRATE SALES Corp., New York, on Dec. 3 will start a series of transcribed programs featuring *Uncle Natchel* on WSM, Nashville, and WSB, Atlanta, Saturdays, 6:30-7 p. m. Thirteen other Southern stations will carry the half-hour program, starting Dec. 4, to be heard Sunday evenings at various starting times. Stations are: WIS WBT WJDX WMC WAGF WSFA WJBY WPTF KWKH WRVA WWL WDBO and WJRD. The program will consist of songs and observations by Uncle Natchel, including a dramatized story dealing with early Southern history. Account is placed by O'Dea, Sheldon & Canaday, New York.

Cook Tours Resumes

THOMAS COOK & Son-Wagon-Lits, New York, will begin its annual radio campaign for its winter cruises on an NBC-Blue split network on Dec. 18. As in previous years, the quarter-hour Sunday afternoon programs will feature travel talks by Malcolm La Prade, advertising manager of the company, who is introduced on the air as the *Man from Cook's*. Program also includes organ music by Lew White. Series was placed through Newell-Emmett Co., New York.

Sheaffer Pen Spots

W. A. SHEAFFER PEN Co., Ft. Madison, Ia., has started a pre-Christmas campaign on a four-station MBS network and a five-week spot campaign of from five to seven announcements weekly on 42 stations. The network show, titled *The Lifetime Revue* featuring Harold Stokes' orchestra and originating at WGN, Chicago, started Nov. 28, 8-8:15 p. m. EST, on WGN WOR CKLW WAAB. Russell M. Seeds Co., Chicago, has the account.

To Colorado Springs

Where Greater **ABILITY TO BUY** Makes **GREATER DEMAND** for CARS

With Colorado Springs 91% above the U. S. average in automotive sales and with filling station sales 72% above the U. S. average, automobile-selling-time takes on real meaning in Southern Colorado. KVOR, home station of this high-income region surpassing eighty larger cities in total automotive sales, is the logical choice of automotive advertisers who wish to completely cover this market from within, receiving the extra benefit of broadcasting their sales messages over the station preferred by dealers and listeners alike. Fast freight from Detroit finds fast home delivery in Southern Colorado through KVOR, the station which best serves and satisfies this region.

CITY OF GOOD SPENDERS

PER CAPITA SALES	U. S.	Colorado Springs
Automotive	$37.52	$71.97
Filling Stations	16.03	27.62
Total Retail	270.10	449.62
Food	68.11	110.47
Eating Places	19.47	26.48
Drugs	10.04	31.17
General Merchandise	37.63	73.62
Apparel	21.64	33.66
Furniture, Household	10.51	21.24

SOURCE: Census of Business, 1935.

KVOR *Colorado Springs*

COLUMBIA NETWORK ● 1000 WATTS ● FULL TIME

AFFILIATED WITH RADIO STATION W K Y, OKLAHOMA CITY, AND THE OKLAHOMA PUBLISHING COMPANY — REPRESENTED NATIONALLY BY THE KATZ AGENCY, INC.

NAB Sales Group To Exchange Ideas

Commercial Men of Fourth District Gather at Roanoke

A "ROUND ROBIN" exchange of program ideas among stations in the fourth district of the NAB, comprising the Virginias, North Carolina, Maryland and the District of Columbia, was decided upon at the meeting of the sales managers' division of the district held Nov. 21 at Roanoke.

The meeting was presided over by John W. New, commercial manager of WTAR, Norfolk, chairman of the district. Junius P. Fishburn, president of the Times-World Corp., publishers of the *Times* and *World News* and operator of WDBJ, Roanoke, discussed relationship of newspapers and radio. Neville Miller, NAB president, outlined facilities of the newly-organized NAB and urged cooperation of station owners and executives in developing a stronger trade association. Purnell Gould, commercial manager of WFBR, Baltimore, stressed the importance of improving program quality in attracting more business for broadcasting.

Exchange of Ideas

The afternoon session was devoted to a roundtable discussion of various problems of sales managers. Program ideas were exchanged and it was decided to start the "round-robin" among stations in the district. WDBJ played host to the station executives, with a luncheon meeting where entertainment was provided by the station's artist bureau. New studios and transmitter of WDBJ, recently installed, were inspected. Station representatives attending the meeting included:

S. C. Ondarcho, WBTM, Danville; Campbell Arnoux and John W. New, WTAR; Jack Maxey, WRTD, Richmond; E. J. Gluck and Paul Norris, WSOC, Charlotte; Purnell H. Gould, WFBR, Baltimore; Jack Field and Dick Mason, WPTF, Raleigh; Howard L. Chernoff, WCHS, Charleston, West Virginia; John H. Dodge, WRC, Washington; Abe Rauch, WPAR, Parkersburg; Mike Layman, WBLK, Clarksburg; C. T. Lucy and Barron Howard, WRVA, Richmond; Frank Stearns, WSAL, Salisbury; Lincoln Dellar and Royal Penny, WBT, Charlotte; John Thayer and Don Elias, WWNC, Asheville; Grover Crilley, WJEJ, Hagerstown; Edward Whitlock, WRNL, Richmond; and Frank Kesler, Marvin Naff, Jack Weldon, John Harkrader and Ray Jordan, WDBJ, Roanoke.

Toscanini Plans

ARTURO TOSCANINI will leave the NBC Symphony Orchestra for a vacation of several weeks following the broadcast of Dec. 3. Artur Rodzinsky, who directed the orchestra in a number of broadcasts last season, will again take over the podium during Toscanini's absence. Queried concerning rumors that the Toscanini programs were to be offered to advertisers for sponsorship, John F. Royal, NBC vice-president in charge of programs, stated, "We have made no plans to sell Toscanini and have had no discussion about selling him."

FROM A BEDROOM OFFICE

Glenn G. Addington, of Tracy-Locke-Dawson, Finds Confinement No Handicap to Scripting

By CLYDE W. REMBERT
Commercial Manager, KRLD, Dallas

A RADIO career that dates back to a ham interest in the straight sparkgap wireless of 24 years ago; a career of commercial program building and writing which has its start 13 years ago—that is the record of Glenn G. Addington, well-known Texas advertising man and radio writer who for the last seven years has carried on his activities as a member of the radio staff of Tracy-Locke-Dawson from the bed where he is confined as a result of a severe spinal injury.

It was in 1914 that Addington began to play with the then mysterious "wireless telegraph", helping a friend build and operate a homemade receiving and transmitting set. At about the same time he entered the field of advertising, but several years had to elapse before the hobby and the profession could be geared together.

When WRR, the first broadcasting station in Dallas, his home city, went on the air, Addington's interest was quickened only by the technical advancement. A few weeks later, however, as a member of a local choral group, he took part in a broadcast. He disclaims any vision of radio's future on that occasion, remembering only that he was impressed by the ingenious microphone used—a telephone mouthpiece suspended in a wooden mixing bowl. After a few appearances before this early mike, the chorus of which Addington was a member began a series of weekly broadcasts over the newer and more powerful WFAA. It was at this time that Addington began to see radio's commercial possibilities, though at this period the sale of time was as yet unheard-of in the Southwest.

The First Dallas Sponsor

Early in 1925 Addington suggested to WFAA's management that he be permitted to provide a weekly program for one of his clients, the client to supply the talent and the station to donate the time and allow commercial mention. The suggestion was accepted, and the first regularly scheduled commercial radio program in the Dallas area went on the air, the *Singing Suit* quartet, sponsored by a Dallas clothier. It was a first for Addington, and another first soon followed when he committed his entire program to paper, a distinct innovation for that time.

In 1927, though still connected with a Dallas advertising agency, Addington transferred his activities to KRLD, convinced that radio time was worth money to advertisers and that commercial programs vitally needed expert guidance. He and his agency closed a deal whereby they took over the sale of the station's time and the creation and presentation of all its commercial programs. For two years Addington ramrodded the creative end of this alliance, developing program ideas, writing scripts and spot announcements, handling production and doing most of the announcing.

By 1929 he felt himself ready for wider fields and accepted a position with Tracy-Locke-Dawson. Shortly afterward he was given the assignment to write and produce the first radio programs for that agency's client, Continental Oil Co. This was the *Conoco Adventures* series, first aired over NBC in January, 1930. Other national network and transcription work followed. Then an accident put him in bed, permanently.

GLENN G. ADDINGTON

But the four walls of his bedroom were not strong enough to halt his radio career.

During the seven years of his invalidism, Addington has continued to produce a large volume of radio script, writing in bed with his typewriter on a lap table and checking auditions by telephone. Among the shows he has written wholly or in part for Tracy-Locke-Dawson clients have been a series for the Southwestern Ford Dealers, several series for Gebhardt Chili Powder Co., Imperial Sugar Co., and Universal Mills, and the 182-week *Pepper Upper* series for Dr. Pepper Co., which used the specially created Dixie Network. This series has recently been supplanted by the *Chevrolliers* for Southwestern Chevrolet dealers, with Addington again on the writing end. He also created and wrote for a period of 33 months *Riding With the Texas Rangers*, a thrice weekly 15-minute dramatic show for the Kellogg Co.

Though others in radio circles credit Addington with the introduction of many program styles now widely used, he refuses to make any bid for fame on that score, claiming that he has been "too busy to pay any attention to who did what first". The fact remains that Glenn Addington, still contributing to the growth of commercial radio from his invalid's bedroom, after participating in the industry's earliest beginnings, is a true pioneer of the business.

D'Arrigo Placing

D'ARRIGO BROS. Co., Boston (labeled vegetables), on Dec. 2 will start a weekly spot announcement campaign on WTAM, Cleveland, and on Dec. 16 on WBZ-WBZA, Boston-Springfield. Harold F. Lewis, Boston, placed the account.

World-Herald Is Buyer Of WAAW for $60,000

SALE of WAAW, Omaha, by the Omaha Grain Exchange to the World-Herald Publishing Co., of that city, for approximately $60,000, has been negotiated, subject to FCC approval. An application for the transfer was to be filed with the FCC during the week of Nov. 28.

WAAW has been for sale for more than a year. Earlier this year, an arrangement had been made for sale of the station to Central States Broadcasting System for approximately $55,000 but the application was withdrawn without prejudice. The station operates on 660 kc. daytime, with 500 watts power and is one of the pioneers in the country, having begun operation in 1922. The *World-Herald* several years ago sought to buy WAAW but the deal was dropped.

Mounds Expanding

PETER PAUL Inc., Naugatuck, Conn., on Nov. 22 expanded its campaign for Mounds candy bars on WABC, New York, to include an evening news period, Tuesdays, Thursdays and Saturdays, 6-6:05 p. m., in addition to the morning program, *Oddities in the News*, now heard Mondays through Fridays, 8-8:05 a. m. The evening program is planned to run three weeks, and for three days during the last week the company is offering a leather bill-fold or coin purse in exchange for two wrappers from Mounds candy bars plus 10 cents. Platt-Forbes, New York, is in charge.

Arco Skate's List

ARCO TUBULAR SKATE Corp., New York, will start sponsoring a quarter-hour program, *Behind the Scenes in Sports*, featuring Bill Stern, once a week live on WJZ, New York, starting Dec. 1, and via RCA transcriptions on Dec. 8, on WBZ-WBZA WDRC WGY WNBF WMFF WKBO WESG KDKA WTAM WJR WENR KSO KSTP WOW WNAX KOA KDYL and KJR. Gussow-Kahn & Co., New York, is agency.

Florists Plant Spots

MEMBERS of the Florida Telegraph Delivery Assn., ran test spot announcements twice nightly Nov. 21 and Nov. 22 on 26 stations to stimulate pre-holiday sales of flowers. If the idea receives favorable response, which will be reported by florists early in December, broadcasts will be repeated before Christmas and Easter. Young & Rubicam, New York, handles the account.

Express Drive

RAILWAY EXPRESS AGENCY, New York, has started its annual pre-Christmas campaign of spot announcements on 45 stations throughout the country to promote its speed and efficiency in delivering Christmas packages. Campaign will run eight weeks and was placed by the Caples Company, New York.

RESPONDING to demands of the large Greek sponge-fishing colony at Tarpon Springs, WDAE, Tampa, has started a daily weather service in Greek.

RADIO ATTRACTIONS

INCORPORATED

PRESENTS AS ITS FIRST RELEASE FOR 1939

Sax Rohmer's

The Shadow of FU MANCHU

A FIELDS BROTHERS PRODUCTION

BRINGING TO RADIO:

1. This superb dramatization of the thrilling exploits of fiction's famous character, the amazing FU MANCHU.

2. An awaiting audience of over 25,000,000 persons who, since 1914, have paid to follow the adventures of FU MANCHU.

MAGAZINES

Adventures of FU MANCHU have been featured in Colliers since 1914.

BOOKS

Millions have followed FU MANCHU through "best sellers" published by Doubleday Doran.

SCREEN

Movie fans everywhere have thrilled to "hit" films produced by MGM and Paramount Pictures.

STAGE

The success of FU MANCHU plays has increased his legion of followers.

Gala Trade Preview
Waldorf-Astoria
December Seventh

Recorded for
for
Spot Release

To be released in
January
in seventeen Eastern states

RADIO ATTRACTIONS

INCORPORATED

RKO BUILDING — RADIO CITY — NEW YORK

GROUP CONSIDERS COURT BROADCASTS

RULES to govern coverage of court trials and other judicial proceedings by the press and radio will be considered by a special committee on cooperation between bar, press and radio, named by Frank J. Hogan, president of the American Bar Association. The committee is scheduled to hold its first meeting Dec. 1 in Washington.

Opposition to broadcasts of trials as well as the trend toward greater use of pictures by newspapers led to appointment of a bar association committee two years ago. This committee, however, was made up only of newspaper and lawyer members though it recommended barring of radio from court rooms, despite the absence of radio representation.

NAB President Miller announced appointment of a committee comprising Philip G. Loucks, former NAB managing director and Washington attorney; Frank M. Russell, NBC Washington vice-president; Harry C. Butcher, CBS Washington vice-president, and Louis G. Caldwell, Washington attorney, for the broadcasting industry. The chairman of the bar association committee is Giles J. Patterson, of Jacksonville, Fla. Paul Bellamy, editor of the *Cleveland Plain Dealer*, is chairman of the committee representing the American Newspapers Publishers Association.

Gets Northwest Account

THE Western Agency, Seattle, recently was appointed to handle national community advertising for 1939 of The Evergreen Playground Assn. Membership in the association is composed of cities of the Pacific Northwest and British Columbia. Much of the 1939 tourist campaign will be directed to tourists taking in the Golden Gate International Exposition in San Francisco. An invitation will be extended to visit the Northwest while on the Coast.

New P & G Serial

PROCTER & GAMBLE Co., Cincinnati (Oxydol), on Nov. 21 replaced *Ma Perkins* program with a new dramatic serial, *Central City*, on NBC-Blue, Mondays thru Fridays, 10:45-11 a. m. Program presents the inter-related lives of persons living in a typical American industrial city of 50,000 population. *Ma Perkins* serial continues on the NBC-Red network, Mondays through Fridays, 3:15-3:30 p. m. Account is handled by Blackett-Sample-Hummert, Chicago.

Samuel Store Spots

SAMUEL STORES, New York (chain clothiers), is running an extensive campaign of spot announcements, quarter-hour programs, news broadcasts, and one-minute recordings on 22 stations in cities where the company has one of its chain stores. Account is handled by Sawdon Co., New York.

CAPE COD Broadcasting Co., authorized to construct a 100-250 watt local on 1210 kc. in Barnstable Township, Mass., expects to have the station on the air on or about April 1, 1939, reports Miss Harriett M. Alleman, who will be its manager. WOCB are the call letters, and the postoffice address will be Osterville, Mass.

INTO Kansas City's new Municipal Courts & Police Bldg. Prosecutor Tom Gershon (left) and Judge Thomas V. Holland have moved to round out seven year's service at the microphones of WHB, Kansas City. Although the walls are acoustically treated, and no longer are courtroom discussions interspersed with streetcar bells, automobile horns and footsteps, the phrase "$50 fine" sounds much the same as it did in their former quarters in the old city hall.

A WOMAN'S CLUB At KGGM Lists Nearly 5,000 Active Members

UNIQUE are the tie-ins developed by KGGM, Albuquerque, N. Mex., for its *KGGM Woman's Club of the Air*, a program originated and copyrighted by Mike Hollander, manager of KGGM. Broadcast from 8-11 six mornings weekly, the participating series numbers 4,834 active club members in its organization.

During the program, any member's name may be announced on the air and if she phones the station within a minute and proves she was listening to the *Woman's Club of the Air* she receives a gift valued at $1. If the member has no telephone, she is allowed five minutes to call KGGM from the nearest phone. Out of town club members are required to send a postal card showing the date and time their names were called and the sponsor's announcement or program preceding the calling of their names.

Ten presents are given away each morning and seldom does KGGM announce more than 14 names to find 10 club members listening-in, according to Mr. Hollander. By this method each member is offered a present during the year. The gifts include hosiery, groceries, silver salad forks, floor lamps, throw rugs and other items of $1 value.

Medicos on WKY

IN CONJUNCTION with the Southern Medical Assn. convention held in Oklahoma City through the week of Nov. 14, WKY, Oklahoma City, opened its doors to visiting physicians and surgeons. To promote the conference, and impress the value of the organization on listeners, WKY presented several daily broadcasts during the week, featuring specially-prepared papers composed and read by outstanding medical men of the South and Southwest.

WHEN the new WPIC, Sharon, Pa., in cooperation with the *Sharon Herald*, owned by the same interests, conducted a poll to determine what listeners want to hear, its managers were surprised to find classical music a big favorite with popular music running second. Dramatic shows, both serial and complete, received no votes whatever.

Buys Boston Baseball

COLONIAL Network and WAAB, Boston, recently purchased exclusive broadcasting privileges to all home games of the Boston Bees baseball team for the next two years, John Shepard 3d, president of the Yankee and Colonial Networks, has announced. WNAC, Boston, first broadcast the Bees' (then Braves) games in 1926 and every year thereafter until 1937 when the newly-organized WAAB-Colonial Network took them over. Mr. Shepard also said that similar arrangements are being discussed with the Boston Red Sox but that no decision had been reached.

TRANSFER HEARINGS DESIGNATED BY FCC

ANOTHER indication of its undeclared policy of designating practically all transfer applications for hearing was given by the FCC Nov. 21 when several pending transfer proposals were placed on the hearing calendar.

Application of James W. Baldwin, to transfer control of WGH, Newport News, Va., to the Daily Press Inc., for approximately $22,000, was assigned to the hearing docket. Mr. Baldwin is former managing director of the NAB and owns 66⅔% of the station's stock.

Also set for hearing was the application for voluntary assignment of the license of W9XAA, international broadcast station in Chicago, from the Chicago Federation of Labor to Radio Service Corp. of Utah, also operator of KSL, along with transfer of the station location to Salt Lake City. The application also sought an increase in power from 500 watts to 10,000 watts.

A motion of WWSW, Pittsburgh 100-watter, for reconsideration and granting without a hearing of the application for transfer of the license from Walker & Downing Radio Corp. to Pennsylvania Newspaper Co., publishing the Paul Block *Pittsburgh Post-Gazette*, which already owns the station, was denied.

FIRESTONE TIRE & Rubber Co. for the second year is sponsoring the International Livestock Exposition, Chicago, on NBC networks Nov. 28 through Dec. 2. William E. Drips, NBC director of agriculture, and Everett Mitchell, NBC Chicago announcer, handled the announcing.

Tampa Tribune

"—and the figures on the male listener survey are: 1,023 listen to the Sudsy Shaving Cream hour, 2,384 to the Whizzo Cigar program, and 14,526 to their wives."

Canada Lacks a Policy On Television Licenses

THE Canadian Government has not yet formulated its policy regarding television, CKAC, Montreal learned when it asked through Canadian Broadcasting Corp. for a television station license. The request was turned down for the time being on the grounds "that it is not the policy to grant television licenses." Officials of the station stated they were prepared to spend $85,000 for that purpose. Following the government decision Louis E. Leprohon of CKAC stated "although nothing definite has been decided we may consider the matter later on."

While not officially announced, it is thought in some government circles the CBC will retain the right of television for itself, not recommending licenses for privately-owned television stations to the Department of Transport. It is not expected that Canada will do much with television till it has proven itself in the United States, despite developments by the British Broadcasting Corp. in London.

GE at World's Fair

VISITORS to General Electric Co.'s building at the New York World's Fair next year will not only see, but will participate in television programs. According to a joint announcement by Dr. W. R. G. Baker, managing engineer of the G-E radio division, and Chester H. Lang, advertising manager, the company will establish a studio with transmitting equipment, and television receivers, which will be available for the reception of all television programs broadcast during the fair in the New York area. Visitors will be allowed to act before the television camera for their own amusement. Difficulty in installing the television equipment has been foreseen because of the concentrated electrical devices incidental to staging and lighting the Fair, but it is thought that engineers will solve all these problems before the Fair opens.

NBC Video at Fair

A SERIES of test television broadcasts from the grounds of the New York World Fair, which will continue throughout the winter, was started Nov. 7 by RCA-NBC. Plan is to make experimental broadcasts from all parts of the grounds, determining best camera locations for shooting all important exhibits and gatherings and discovering spots where electrical interference might interfere with good transmission of visual signals. Purpose of the tests is two-fold: First to continue experiments with the two-truck mobile unit and second to explore the fair grounds so that during the summer all points of the exposition may be televised without lost time or motion for viewing by owners of home receivers or by visitors at the RCA exhibit on the grounds.

A NEW publication of the electrical appliance trade, *Electrical Week*, will shortly make its bow under the editorship of O. H. Caldwell, former Federal Radio Commissioner, now editor of *Radio Today*. M. Clements, publisher with Mr. Caldwell of *Radio Today*, will be publisher and M. E. Herring, general manager.

TSN *offers Advertisers*

PROGRAMS TAILOR-MADE-FOR-TEXAS

Texas State Network offers sponsors and their agencies a complete production service for building shows that will do a job in prosperous Texas. Your own program ideas will be capably handled by Production Director Steve Wilhelm and his staff. Or you can take over one of TSN's own tailored-for-Texas programs—comprehensive UP news periods; the Woman's Page of the Air, a three-a-week participation show; hillbilly acts; Elliott Roosevelt's weekly news commentary; and many others. We will be glad to give you full details about TSN production facilities if you'll write, wire, or call.

Whether you want a hillbilly trio or a 23-piece band, a newscast or a serial drama, TSN can produce it for you. TSN sustaining broadcasts to its 23 member stations have scored a real hit with listeners.

Elliott Roosevelt's "Texas in the World News" is one of many news and news-comment programs regularly scheduled over Texas State Network.

TEXAS STATE NETWORK, INC.

ELLIOTT ROOSEVELT, *President* NEAL BARRETT, *Executive Vice-President*

GENERAL OFFICES: 1119 West Lancaster, FORT WORTH

TSN
TEXAS STATE NETWORK

Affiliated with
MUTUAL BROADCASTING SYSTEM

KFJZ and KTAT Fort Worth WRR, Dallas	KXYZ, Houston KABC, San Antonio KGNC, Amarillo	KFYO, Lubbock KBST, Big Spring KGKL, San Angelo	KRBC, Abilene KPLT, Paris KRRV, Sherman-Denison	KCMC, Texarkana KFRO, Longview KGKB, Tyler	KAND, Corsicana WACO, Waco KTEM, Temple	KNOW, Austin KRIC, Beaumont KLUF, Galveston	KRIS, Corpus Christi KRGV, Weslaco (Rio Grande Valley)

Represented by INTERNATIONAL RADIO SALES, INC., New York, Chicago, Detroit and Los Angeles

221 Radio Stations

SOLVE MANY PROGRAM PROBLEMS WITH

NBC THESAURUS

The number of stations subscribing to THESAURUS Service continues to increase. More station operators, seeking the best transcription service available at a price they can afford, are learning about the many advantages offered by NBC THESAURUS. Have you inquired?

Alabama
Birmingham	WSGN
Gadsden	WJBY
Mobile	WALA
Montgomery	WSFA

Arizona
Phoenix	KTAR

Arkansas
Fort Smith	KFPW
Little Rock	KLRA

California
Fresno	KMJ
Merced	KYOS
Sacramento	KFBK
San Diego	KFSD
San Francisco	KGO
San Jose	KQW

Colorado
Colorado Springs	KVOR
Denver	KOA
La Junta	KOKO

Connecticut
Hartford	WDRC
Waterbury	WBRY

District of Columbia
Washington	WMAL
Washington	WRC

Florida
Clearwater	WFLA
Jacksonville	WJAX
Miami	WIOD
Orlando	WDBO

Georgia
Atlanta	WSB

Idaho
Nampa	KFXD

Illinois
Aurora	WMRO
Champaign	WDWS
Chicago	WENR
Chicago	WMAQ
East St. Louis	WTMV
Rockford	WROK
Rock Island	WHBF
Springfield	WCBS

Indiana
Elkhart	WTRC
Fort Wayne	WOWO
Indianapolis	WIBC
Terre Haute	WBOW

Iowa
Des Moines	WHO
Mason City	KGLO

Kansas
Coffeyville	KGGF
Lawrence	WREN
Salina	KSAL
Wichita	KANS

Kentucky
Ashland	WCMI
Louisville	WAVE
Owensboro	WOMI

Louisiana
Alexandria	KALB
Monroe	KMLB
New Orleans	WSMB

Maine
Portland	WCSH

Maryland
Baltimore	WCBM

Massachusetts
Boston	WBZ
Greenfield	WHAI
Lawrence	WLAW
Pittsfield	WBRK
Springfield	WBZA
Worcester	WORC

Michigan
Detroit	WWJ
Flint	WFDF
Grand Rapids	WOOD
Ironwood	WJMS
Jackson	WIBM
Lansing	WJIM

Minnesota
Duluth	WEBC
Mankato	KYSM
Minneapolis-St. Paul	KSTP
Rochester	KROC
Winona	KWNO

Mississippi
Jackson	WJDX

Missouri
Columbia	KFRU
Joplin	WMBH
Kansas City	KCMO
Poplar Bluff	KWOC
St. Joseph	KFEQ
St. Louis	KSD
Springfield	KGBX

Montana
Billings	KGHL

Nebraska
Omaha	WOW
Scottsbluff	KGKY

Nevada
Reno	KOH

New Hampshire
Manchester	WFEA
Portsmouth	WHEB

New Jersey
Atlantic City	WPG
Bridgeton	WSNJ
Jersey City	WAAT

New Mexico
Albuquerque	KOB
Carlsbad	KLAH

New York
Buffalo	WBEN
Freeport	WGBB
New York	WEAF
New York	WJZ
Olean	WHDL
Saranac Lake	WNBZ
Schenectady	WGY

North Carolina
Asheville	WWNC
Charlotte	WSOC
Raleigh	WPTF
Rocky Mount	WEED
Salisbury	WSTP
Wilmington	WMPD
Winston-Salem	WAIR

North Dakota
Fargo	WDAY

Ohio
Canton	WHBC
Cincinnati	WCKY
Cleveland	WTAM
Lima	WBLY
Portsmouth	WPAY
Toledo	WSPD

Oklahoma
Ardmore	KVSO
Oklahoma City	WKY
Tulsa	KTUL

Oregon
Bend	KBND
La Grande	KLBM
Portland	KEX
Portland	KGW

Pennsylvania
Easton	WEST
Glenside	WIBG
Harrisburg	WHP
Hazleton	WAZL
Johnstown	WJAC
New Castle	WKST
Philadelphia	KYW
Pittsburgh	KDKA
Reading	WEEU
Scranton	WGBI
Uniontown	WMBS
Wilkes-Barre	WBAX
Williamsport	WRAK

Rhode Island
Providence	WPRO

South Carolina
Charleston	WCSC
Greenville	WFBC

South Dakota
Aberdeen	KABR
Rapid City	KOBH
Sioux Falls	KSOO

Tennessee
Bristol	WOPI
Jackson	WTJS
Memphis	WMC
Nashville	WSIX

Texas
Beaumont	KFDM
Big Spring	KBST
Dallas	WFAA
Fort Worth	KFJZ
Houston	KPRC
Laredo	KPAB
San Angelo	KGKL
San Antonio	KMAC

Utah
Cedar City	KSUB
Price	KEUB
Salt Lake City	KDYL

Vermont
St. Albans	WQDM

Virginia
Lynchburg	WLVA
Newport News	WGH
Richmond	WMBG

Washington
Longview	KWLK
Seattle	KJR
Seattle	KOMO
Spokane	KHQ

West Virginia
Charleston	WCHS
Clarksburg	WBLK
Parkersburg	WPAR
Wheeling	WWVA

Wisconsin
Janesville	WCLO
Madison	WIBA
Milwaukee	WTMJ
Sheboygan	WHBL

Wyoming
Rock Springs	KVRS

Hawaii
Honolulu	KGU

Philippine Islands
Manila	KZRM

Puerto Rico
San Juan	WKAQ

Canada
Calgary, Alberta	CFAC
Edmonton, Alberta	CJCA
Fort William, Ont.	CKPR
Fredericton, N. B.	CFNB
Halifax, N. S.	CHNS
Hamilton, Ont.	CHML
Hull, Quebec	CKCH
Kelowna, B. C.	CKOV
Kingston, Ont.	CFRC

Canada *(Continued)*
Kirkland Lake, Ont.	CJKL
Lethbridge, Alberta	CJOC
London, Ontario	CFPL
Montreal, Quebec	CFCF
North Bay, Ont.	CFCH
Regina, Sask.	CKCK
Saskatoon, Sask.	CFQC
Sault Ste. Marie, Ont.	CJIC
Sudbury, Ont.	CKSO
Sydney, N. S.	CJCB
Timmins, Ont.	CKGB
Toronto, Ontario	CBL
Trail, B. C.	CJAT
Vancouver, B. C.	CJOR
Winnipeg, Man.	CKY

Argentina
Buenos Aires, RCA Victor-Argentina, Radio Splendid	LR4

Australia
Amalgamated Wireless Ltd.

Adelaide	5AD
Melbourne	3DB
Perth	6ML
Perth	6PR
Sydney	2CH

Brazil
Rio de Janeiro, Radio Nacional

Chile
Santiago	CB57

Colombia
Bogota	HJ3ABF

Guatemala
Guatemala City	TGW

Mexico
Mexico City	XEW

Newfoundland
St. Johns	VOCM

New Zealand
Amalgamated Wireless Ltd.

Auckland
Christ Church
Dunedin
Wellington

Panama
Colon	HP5K-HP5O

Peru
Lima	OAX4I-OAX4J

South Africa
Transvaal Advertising Contractors, Inc., Johannesburg

Switzerland
Berne	S.R.

Venezuela
Caracas	YV5RS

NBC THESAURUS SUPPLIES GREATER PROGRAM VARIETY AND A SPARKLING ARRAY OF NAME TALENT

20 programs . . . 71 quarter hour periods weekly not counting comedy and novelties, specialties, holiday programs, five minute features, sound effects and other programming aids

1. MUSICAL WORKSHOP—Popular Music for the Family. ¼ hour—3 times weekly

A program of Rainbow Rhythms created by Bill Wirges, noted conductor, arranger and pianist with the very capable assistance of some of radio's top rank artists including:

Frank Novak Frank Pinero Ed Brader
Vincent Peper John Cali John Gart

with vocal solos and duets by

Walter Preston, baritone
Evelyn MacGregor, contralto
Carol Deis, soprano
Floyd Sherman, tenor

2. CONCERT HALL OF THE AIR—Music of the Masters. ½ hour—3 times weekly

Rosario Bourdon and his great symphony orchestra

The Revelers Quartet—internationally famous song stylists

Vivian della Chiesa—popular Chicago Opera soprano

Thomas Thomas—Metropolitan Opera Company baritone

Vicente Gomez—world famous Spanish guitar virtuoso

3. CHURCH IN THE WILDWOOD—Familiar old hymns beautifully interpreted. ¼ hour—5 times weekly

Featuring John Seagle, popular baritone with William Meeder, NBC's famous organist

4. MELODY TIME—Popular music arranged by a master. ¼ hour—3 times weekly

Nathaniel Shilkret and his orchestra assisted by The Melodeers, outstanding network quartet

5. MUSIC GRAPHS—Graphic music pictures of the American scene. ¼ hour—3 times weekly

Ferde Grofe, his music and his concert orchestra with the Buccaneers, widely known male octet.

6. THE RANCH BOYS—Songs of the Range. ¼ hour weekly

A famous network trio in a program of cowboy ballads

7. THE MASTER SINGERS—Vocal music of distinction. ¼ hour—3 times weekly

The Master Singers themselves—a mixed group of 14 voices in a program of fascinating choral effects

8. HOME FOLKS FROLIC—A spirited program of hillbilly harmonies. ¼ hour—6 times weekly

Fields & Hall Mountaineers—hillbilly music and songs

Betsy White—beautiful singer of rural ballads

Hill Top Harmonizers—harmony in the barnyard manner

9. ON THE MALL—Stirring martial and concert band music. ¼ hour—3 times weekly

Robert Hood Bowers, noted leader and composer, and his Military Band presenting stirring marches, operatic excerpts, national anthems of foreign countries and rousing college songs

10. ORGAN REVERIES—by Radio City Music Hall's organist. ¼ hour—3 times weekly

Featuring Richard Leibert and the Radio City Music Hall organ in a program of organ music in the Leibert manner

11. MUSICAL CLOCK—For the early birds. 1 hour—6 times weekly

A program packed with a variety of bright music, singing and dance tunes. Presenting an imposing array of colorful entertainment to start the day with a smile

12. ALOHA LAND—Authentic Hawaiian music. ¼ hour weekly

Featuring Lukewela's Royal Hawaiians chosen to play for the opening of the world famous Royal Hawaiian Hotel and noted for the interpretations of the colorful, romantic songs of their native Hawaii

13. OLD REFRAINS—Reminiscing with the popular songs of yesterday. ¼ hour—6 times weekly

The Dreamers Trio—three beautiful female voices in harmony

Samuel Kissel—violinist

George Shackley—pianist

14. STUDIO PARTY—a weekly half hour variety program

A group of radio headliners including:

Harry Reser & His Boys
Ranch Boys Betsy White
Fields & Hall The Buccaneers
Green Brothers Orchestra

15. SUNDAY SONG SERVICE—a half hour weekly with the family

Presenting a program appropriate for Sunday—dignified and entertaining in its content and mood

Trinity Choir
John Seagle
Dreamers Trio
Richard Leibert at the organ
Mary Lewis—Metropolitan Opera star

PLUS five additional programs totaling 19 quarter hour periods in the augmented.

DANCE SECTION

featuring nationally known radio and recording orchestras including

Blue Barron George Hall
Ozzie Nelson Rhythm Makers
Xavier Cugat Jan Savitt's Tophatters
Vincent Lopez

NBC Thesaurus recently announced the addition of nine new dance bands. Four of this number have been added and five more are now being selected.

COMEDIES—NOVELTIES—SPECIALTIES

Senator Frankenstein Fishface
Honeymooners, Grace & Eddie Albert
Joey & Chuck, comic cut-ups
Pinky Lee, the Sailor
Dr. Sigmund Spaeth, Tune Detective
Raymond (Cuckoo) Knight, popular m.c.
Howard V. O'Brien, commentator
Arthur F. Paul, gardening authority

and a large array of individual stars with other units:

Dolly Dawn Carol Deis Dorothy Miller
Carmen Castillo Buddy Clark
Peg LaCentra Johnny Hauser
Johnny McKeever Don Reed—and others

HOLIDAY PROGRAMS

Another NBC Thesaurus "First." These programs both in script and recorded form are furnished gratis to subscribers. The list of programs furnished to date include:

Christmas—Charles Dickens' A Christmas Carol, 1 hour dramatic
Shakespeare's Taming of the Shrew, 1 hour dramatic
Thanksgiving—The First Thanksgiving, ½ hour dramatic
Proof of the Pudding, ½ hour musical and dramatic
The Rich Kid, ¼ hour dramatic
Armistice Day—For Us the Living, ½ hour dramatic
Lincoln's Birthday—Lincoln's Gettysburg Address, dramatic reading
Washington's Birthday—George Washington Drama, ½ hour dramatic
St. Patrick's Day—Three Magic Words, ¼ hour dramatic
Fourth of July—The Jesters Go Fourth, ½ hour musical comedy
The Glorious Fourth, ½ hour comedy

Have you inquired about NBC Thesaurus Programs or Service? Write—

NATIONAL BROADCASTING COMPANY

A RADIO CORPORATION OF AMERICA SERVICE

Electrical Transcription Service · 30 Rockefeller Plaza, New York · Merchandise Mart, Chicago

Pacific Talent Agencies Seek Eastern Affiliates

MOVEMENT has been started to organize a New York firm to handle eastern radio deals exclusively for West Coast talent agency clients. The firm, it is claimed, will operate along lines similar to ASCAP which will enable it to pay off dividends to its members.

Myles Lasker, representing the New York group, was in Hollywood in mid-November to confer with talent agencies and has returned to his headquarters to report reaction on the proposed setup. Figuring that many of the major sponsors will switch origination of network programs to New York for 1939, and with a representative on hand to negotiate deals for clients, many Hollywood talent agencies are reported in favor of the plan. Mr. Lasker is scheduled to return to Hollywood in early December

GREENISH tinted continuity paper is being used by WRTD, Richmond, to cut down reflection and glare, reduce eyestrain, and promote accuracy. The idea was originated by Bernard M. Dabney, continuity director.

Oppose Censorship

STUDENTS and faculty members of Drake University, Des Moines, registered overwhelming opposition to radio censorship or Government interference in radio control in a recent poll take by the Drake radio school, in which 644 of the 667 individuals queried opposed government regulation and only 23 favored it. Senator Clyde L. Herring, ardent advocate of government supervision of radio, is from Des Moines.

More Candy Spots

CHERRY SPECIALTY Co., Chicago (boxed chocolates), is using seven weekly spot announcements on WTMJ, WBBM and WMAQ. The account will soon expand to 10 stations on a national basis, according to L. Fischer, radio director of Oscar L. Coe & Associates, Chicago agency in charge.

Two Take Blue Rate

TWO MORE advertisers to take advantage of the discount rate offered by NBC for the use of the Blue supplementary groups are Canada Dry Ginger Ale, New York, and Musterole Co., Cleveland. Canada Dry, whose Tuesday night *Information Please* broadcast was scheduled to be carried by the Blue Southern group, entitling this sponsor to a 5% discount on the stations of the Blue basic and this supplementary group, has added the Blue Southwestern and Blue Mountain groups, earning a 15% discount for all stations of the Blue basic and of all three supplementary groups. Musterole, on Jan. 2, will add the Blue Southern, Southwestern and Mountain groups to its Monday evening schedule for *Carson Robison & His Buckaroos*, earning a 15% discount for the stations in these groups and the Basic Blue. J. M. Mathes, New York, is agency for Canada Dry; Erwin, Wasey & Co., for Musterole.

MACHINE-GUN mike is being used by KMBC, Kansas City, to bring listeners sharper impressions of what goes on at Big Six football games this season. Here it sits on the press box roof, aimed at the playing field, during the recent Kansas-Nebraska game.

NAB-RMA Promotion

THE FIRST meeting of the Joint NAB-RMA Committee on industry promotion will be held at the Stevens Hotel, Chicago, Nov. 30. Organized several weeks ago, the committee will seek to evolve a joint industry plan for radio promotion whereby broadcasters and dealers will cooperate in publicizing the medium. NAB members are Neville Miller, NAB president, chairman; Edward Klauber, CBS executive vice-president; I. R. Lounsberry, WGR-WKBW, Buffalo; H. B. McNaughton, WTBO, Cumberland, and Theodore C. Streibert, vice-president of MBS and WOR. RMA members are James M. Skinner, president of the Philadelphia Storage Battery Co., chairman; Henry C. Bonfig, RCA Mfg. Co., Camden; Powel Crosley, president, Crosley Radio Corp., Cincinnati; Comdr. E. F. McDonald Jr., Zenith Radio Corp., Chicago, and A. S. Wells, Wells-Gardner Co., Chicago.

NAB to Move

NAB will remove its headquarters in Washington Jan. 1 from the National Press Bldg., to the Normandy Bldg., now under construction, at 16th & K Streets, under a lease negotiated in mid-November. It will occupy the entire ninth floor of the building, which is about a mile northwest of the present downtown location.

Correction

HENRY JAFFE, attorney for the American Guild of Musical Artists, was incorrectly identified in the Nov. 15th issue of BROADCASTING as the partner of Sol. A. Rosenblatt, former NRA deputy administrator in charge of the broadcasting industry code. Mr. Rosenblatt's partner is William B. Jaffe, formerly counsel for Columbia Pictures and motion picture artists, including Paul Muni and Bryan Foy. The firm of Sol. A. Rosenblatt & Wm. B. Jaffe occupies offices at 630 Fifth Ave., New York. Henry Jaffe, who also acts as counsel for American Federation of Radio Artists, has his office at 608 Fifth Ave., New York.

Argus Camera Spots

INTERNATIONAL Research Corp., Ann Arbor, Mich. (Argus cameras), on Dec. 1 was to start a spot campaign of 15 weekly one-minute announcements on six stations. Campaign will be expanded if the test proves successful, according to Ros Metzger, radio director of Ruthrauff & Ryan, Chicago agency.

BIG
THESE LITTLE PIGS WENT TO MARKET..
And back come the WOWO Farmers with $11,845,152 in their pockets . . . their yearly income from "big pigs" alone. But that's not half of it. For while it's a lot of money, it is only 1/25th of the WOWO Family's total yearly income of nearly a quarter billion dollars.
Wonderful customers for you . . . these farmers of the WOWO Family. They have confidence in the products they hear about over WOWO.
10,000 Watts; 1160 Kilocycles
NBC Basic Blue Network
WOWO
FORT WAYNE • INDIANA
WESTINGHOUSE RADIO STATIONS, Inc.
FREE & PETERS
National Representatives
INDIANA'S MOST POWERFUL RADIO STATION!

Requests for "It's About Time" will be filled as soon as possible. In the meantime write for "The St. Louis Zone of Radio Influence."

"The St. Louis Zone of Radio Influence"

Many of you have received KWK's booklet, "It's About Time". Extra requests for it have required a second printing. Now, KWK is mailing—"The St. Louis Zone of Radio Influence". As "It's About Time" presented an original analysis of Metropolitan Audiences so "The St. Louis Zone of Radio Influence" is original and constructive with Coverage Evaluation.

Some may think it presumptuous that a single station originate standards. Truth in a business world is never discovered as a hole in one. Many must shoot at it and they must stand on different tees.

Radio is between two ports. It will remain there until an acceptable system of reckoning emerges. It would be good to be told that KWK has brightened the middle passage.

KWK

THOMAS PATRICK INCORPORATED
HOTEL CHASE SAINT LOUIS
Representative PAUL H. RAYMER CO.
New York Chicago San Francisco

Gas Series Suspended

REGIONAL ADVERTISERS, New York, association of gas companies, which for the past three years has been sponsoring *The Mystery Chef* twice weekly on NBC-Red, with a supplementary list of stations carrying transcribed versions of the same program, discontinued the program with the broadcast of Nov. 24, with expectations of resuming the series next summer. Account is handled by McCann-Erickson, New York.

AFTER operation on an experimental basis last school year, a radio class with full academic credit, has been added to the regular curriculum of Redford High School, Detroit. The class, supervised by Cyretta Morford, president of the Michigan Assn. of Teachers of Speech, gives pupils a chance to write and produce regular radio programs, demonstrated over the school's public address system. The class has also participated in *March of Youth*, Detroit Board of education program on WWJ.

LEADERS of roundtables and such at the second annual Northwest Educational Broadcasting Conference held by KSTP in St. Paul Nov. 11-12, which was attended by nearly 400 teachers, students and civic leaders, are shown here: (back row, l to r) J. O. Christianson, superintendent of the Minnesota School of Agriculture; Allen Miller, director of the University Broadcasting Council, Chicago; Harold Kent, radio director of Chicago public schools; I. Keith Tyler, bureau of educational research, Ohio State University, and Tracy Tyler, University of Minnesota; (front row, l to r) Miss Sidney Baldwin, WMBD, Peoria, Ill.; Blanche Young, Indianapolis public schools, and Judith Waller, NBC central division educational director.

NOT JUST THE DAKOTAS,

5 "STAR" STATES

Your sales message is carried into five star agricultural states when it goes on WNAX. The powerful 570 kilocycle signal goes effectively into Nebraska, Iowa, Minnesota and South and North Dakota. Columbia's listening area study gives a population of 3,917,100 for the primary daytime coverage. We will be glad to show you a mail response map to support these figures. There is no obligation.

Yankton
South Dakota

WNAX

Represented by
Howard Wilson Co.

Radio AND Education

OHIO educators, recently named to the U.B.C. Educational Council, which will advise on educational programs carried by U.B.C. stations (WHK-WCLE, Cleveland; WHKC, Columbus), include Dr. Russell V. Morgan, of the Cleveland public schools; Edith M. Keller, Ohio State department of education; W. F. Bohn, assistant to the president, Oberlin College; William E. Wickenden, president of the Case School of Applied Science; Grazella P. Shepherd, Cleveland College, and Gertrude DeBats, music supervisor of the Bedford public schools.

SO FAVORABLE have been the results of the *Emergency School of the Air* of WHIO, Dayton, in broadcasting regular classroom exercises during the Dayton school crisis, that a permanent civic radio educational committee has been appointed. Preliminary plans call for a weekly schedule tied in with the present educational schedule on WHIO.

SPEAKING on "Radio and Education" before the Omaha Parent-Teachers' Assn. on Nov. 8, Bill Wiseman, publicity manager of WOW, Omaha, discussed program ideas and audience appeal as applied to radio educational programs.

AMONG education features carried regularly on KLPM, Minot, N. D., are a noon series of discussions of the work of the local county agent, direct from his office, a weekly WPA musical program, a weekly quarter-hour of talks and music by local Junior high school students and instructors and another featuring high school students.

THE *Standard Symphony Hour*, sponsored by Standard Oil Co. of California, heard Thursdays at 8:15 p. m. (PST) over NBC-Red network on the Pacific Coast, will originate from various Coast cities during the winter and spring seasons.

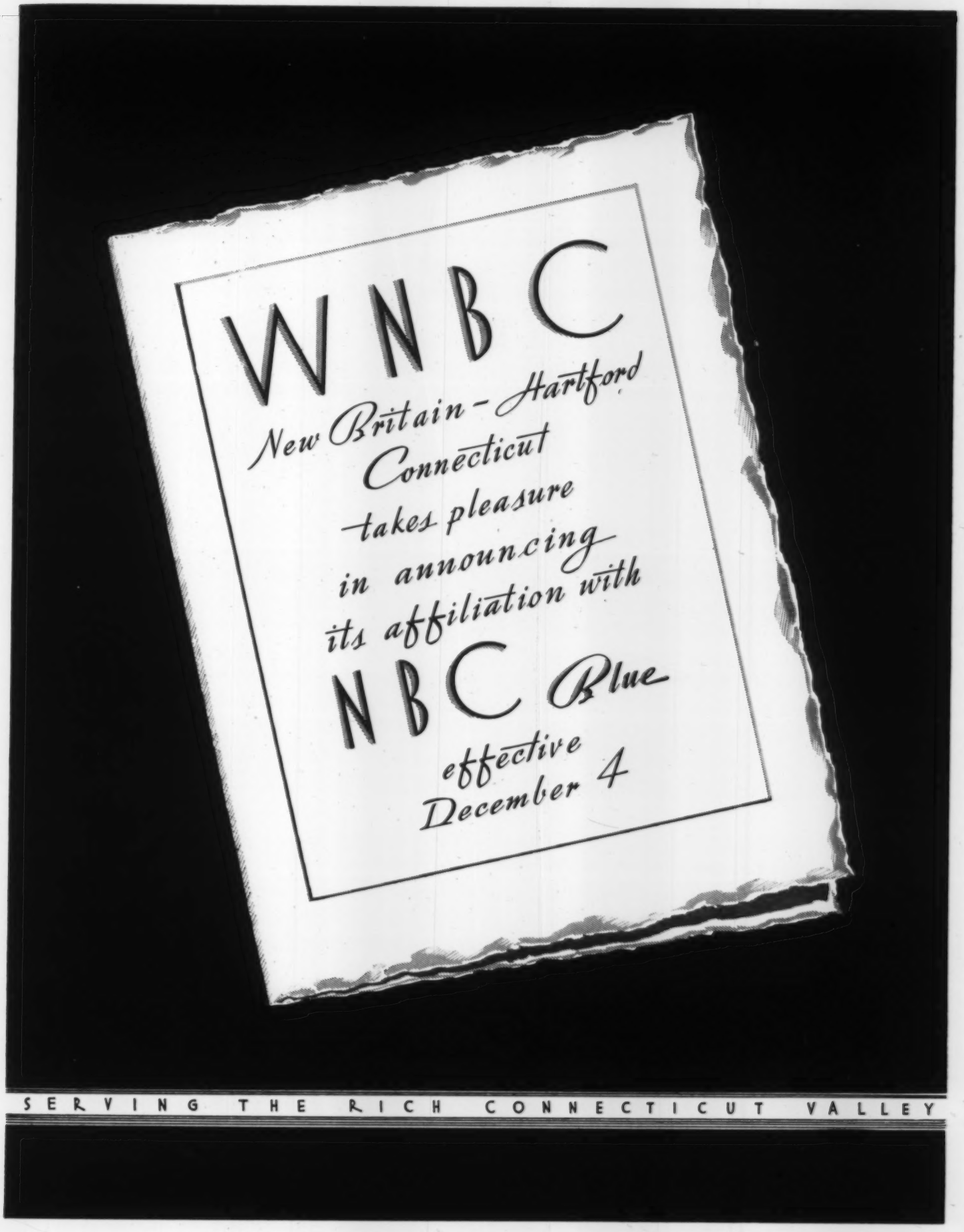
DEBATERS representing various Northern California universities are appearing weekly on KSFO, San Francisco in a new series which started Nov. 5.

DESIGNED for use in regular curriculum of Los Angeles schools and tuned into classrooms as part of junior and senior high school class work, *Around the World With Frank Andrews* has been added to educational features of KHJ, Los Angeles. Weekly quarter-hour, featuring Andrews in dramatization of globe-girdling current events, is presented through Los Angeles Board of Education cooperation.

IN COOPERATION with the San Francisco public schools, KSFO, San Francisco, recently launched a new series of educational broadcasts for Saturday mornings. The broadcast, *Vacation and Avocation*, features interviews conducted by Keith Kerby of KSFO with local teachers of adult education classes.

DR. JAMES ROWLAND ANGELL, educational counselor of NBC, on Nov. 25, delivered the principal address, entitled "The Service of the University and College to the Public", at the 52d Annual Convention of the Middle States Association of Colleges and Secondary Schools and Affiliated Associations at Atlantic City. Dr. Angell also represented radio at a luncheon at the Waldorf-Astoria, New York, Nov. 30 in connection with the convention of the Association of Grocery Manufacturers of America. Another speaker on the program was Edgar Kobak, vice-president of Lord & Thomas.

HARRIET HESTER, educational director of WLS, Chicago, will serve as judge during the Illinois U Rural Music and Drama Project, Urbana, Ill., Jan. 3-6, 1939.


WNBC
New Britain - Hartford
Connecticut
takes pleasure
in announcing
its affiliation with
NBC Blue
effective
December 4
SERVING THE RICH CONNECTICUT VALLEY

THERE IS A WORLD SERVIC

SMALL OR LARGE — LOCAL OR NATIONA

For the first time in radio advertising, a complete broadcasting service from one headquarters is available to every type of advertiser—local, sectional, or national. This broad service is made possible through two distinct mediums, each an original conception of World Broadcasting System.

The first is World Program Service comprising 185 stations which regularly receive from World studios the latest and best in music. With this rich library of instrumental and vocal music World Program Service stations build programs in endless variety for their local sponsors. To insure the faithful reproduction of world programs these stations have matched-quality reproducing equipment expressly built and installed to broadcast World transcriptions.

The second is the newly formed World Transcription System. Made up of selected stations in market centers, this group—called the Gold Group—is rapidly expanding its coverage to embrace the first 75 ma centers of the nation. The Gold Group enables tional and regional advertisers to buy selective br casting "in a package"—combining the simplicit network operation with the market flexibility of scription broadcasting.

Serving both the library service and the transcrip system, World records in acoustically perfect stu under ideal circumstances. World vertical-cut v range quality, long recognized as the ultimate in recording art, has been developed through the bined resources of Bell Laboratories, Western Ele Company, and World Broadcasting System.

World offers still a third transcription service— plete facilities for the production of World qualit cording for advertisers who desire to plan their campaigns. Advertisers and agencies are invited t vestigate all three services.

WORLD BROADCASTING SYS

ATLANTA • CHICAGO • NEW YORK • HOLLYWOOD • SAN FRANCISCO • WASHINGT

Transcription Headquarters

World's vertical-cut transcriptions have been accepted as the standard of quality advertisers. Only World delivers true Western Electric Wide Range quality, be World records on Western Electric equipment, by the Western Electric Wide Ran

VICE *for EVERY ADVERTISER*

I O N A L

first 75 market
oup enables na-
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exibility of tran-

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perfect studios
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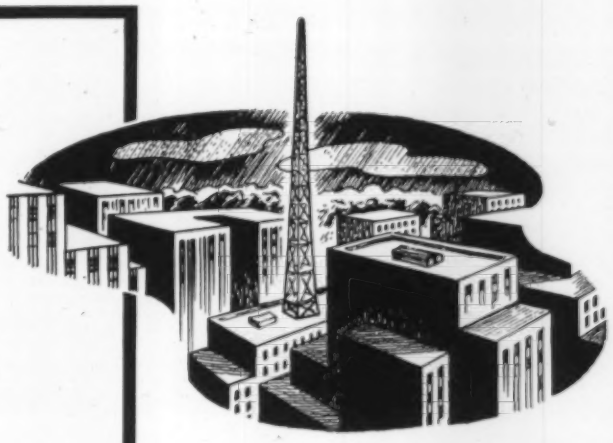

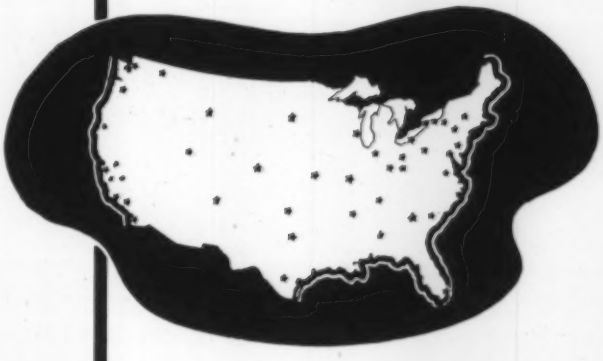

FOR LOCAL AND REGIONAL ADVERTISERS

WORLD PROGRAM SERVICE

Available Through 185 Stations

Each member station in the World Program Service is a subscriber to World's constantly growing transcription library.

2500 separate musical numbers comprise the library —the finest in radio.

New numbers are sent to member stations each month.

Outstanding orchestras and artists constantly contribute to World Program Service.

Music ranges from classical and symphonic groups through the old favorites, both vocal and instrumental, and rounding out the wide appeal of World programs with the most modern dance tunes.

Every new musical work, every type of performing group that creates a vogue, goes to swell the library of member stations.

Through this service, local and regional advertisers may provide for their audiences the finest in musical programs.

FOR NATIONAL AND REGIONAL ADVERTISERS

WORLD TRANSCRIPTION SYSTEM

Market Center Stations of the Nation

The first completely flexible coast-to-coast group of radio stations . . . offering the advantages of:

1. **One headquarters for responsibility and service.**
2. **Few or many stations, as needed.**
3. **Absorption of mechanical costs in whole or part.**
4. **Network simplicity of operation for the convenience of advertiser and agency.**
5. **Major market coverage.**
6. **Timing of broadcasts to capitalize on local listening habits.**
7. **Unified merchandising support.**
8. **World identification of each program as a hallmark of quality.**

Both national and regional advertisers who heretofore have found no radio coverage pattern to fit their markets may now buy flexible transcription campaigns on a group basis through one headquarters—just like network operation.

BROADCASTING
and
Broadcast Advertising

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Facts or Friction

IF IT accomplishes nothing else (and the prospects do not appear very bright) the FCC's network inquiry already has served a useful purpose. It has tended to focus industry attention on self-regulation and the development of voluntary program standards.

In the past broadcasters talked listlessly about instituting voluntary methods. There was no element of compulsion, however. The NRA brought a spurt in that direction but when NRA was relegated to limbo, the old order prevailed.

At the opening session of the FCC's inquiry, David Sarnoff, RCA president and NBC chairman, revitalized the voluntary self-regulation thesis. In what we regard an effective and well-conceived statement (though certain of the FCC's factotums seemed to disagree) he advocated an industry code, to be administered by an agency representative of the industry.

Very properly the NAB executive committee, then in session in Washington, picked up the ball. Neville Miller, as the NAB president, appointed a representative industry committee to draft a plan. The NAB board of directors meets this month to act on it.

Certainly that action can hardly be criticized as anything but expeditious. Certainly, the FCC can't object. As a matter of fact, Chairman McNinch has encouraged voluntary action in his two recent radio addresses. Such a step will not interfere with the FCC's functioning as the ether traffic cop. If properly pursued it should relieve that agency of its recent tendencies to become a "morals squad", what with the Mae West, Eugene O'Neill and other incidents on the books.

As for the current inquiry, there is little reason to toss hats in the air. In the first place, it looks like a marathon that may run well into next spring or summer. Much of the data the FCC already had in its files. And much more of it could have been procured by questionnaire or in written statements.

Perhaps it is too early really to appraise the proceedings. Yet we have seen and heard enough to risk the view that there will be whip-cracking aplenty and attempts at hard-boiled cross-examination; in fact, it may be anything but a cream-puff affair. The FCC desire, we are told, is to get all the facts, and to draft whatever regulations and possibly legislative recommendations may be necessary in the light of those facts. Thus far the procedure has hardly pointed in that direction.

Chairman McNinch asked Congress at the last session to give the FCC a chance to investigate industry affairs before it took a hand in them. Now it is scarcely likely he will have legislative recommendations on broadcast matters for Congress when it convenes. Senator White, acknowledged radio authority in Congress, says he will seek a legislative investigation—an "objective" inquiry—irrespective of the FCC's study. In industry circles, the FCC's inquiry is being generally regarded as a dress rehearsal for a Congressional study, in which the FCC rather than the industry would likely draw the heaviest fire.

All in all, it looks like a busy winter, spring and summer for all things radio.

Religion Via Radio

FEW PEOPLE take time out to commend radio for the preponderantly magnificent service it is performing. But they do pick flaws, and by constant repetition have created certain impressions on the public mind.

Step by step broadcasters have plugged their weak spots. Few are existent now. But as long as we are blessed with reformers and crusaders, we will hear them harp and carp.

One of the last remaining weaknesses, in our judgment, is the commercial religious broadcast. In recent weeks one or two of them have become particularly repugnant, preaching intolerance and fomenting hatred. Repulsed by the established networks, they now are using "gypsy" chains or special hookups.

The major networks have an unalterable policy of refusing to sell time to religious groups. They allot periods to the recognized clergy which through their associations they divide among themselves. Many independent stations are doing the same on a local basis, using their local ministerial associations as clearing houses. That is the sensible course.

It is true these commercial preachers are willing to pay premium rates for time and even line charges for special networks. Evidently they realize handsomely by their direct or indirect solicitations. Perhaps they are subsidized to carry on their campaigns of invective and rabble-rousing.

In his radio address from White Sulphur Springs, FCC Chairman McNinch, alluding to Nazi doctrines, said that if an attempt to debase radio as an instrument of racial or religion persecution were made in this country, the FCC would employ every resource at its disposal to "prevent any such shocking offense".

We agree with the chairman's position. The FCC is fortified by the decision in the case of the Los Angeles preacher, Rev. Bob Shuler. The station over which he broadcast was deleted partly because Shuler was charged with preaching religious intolerance. The Supreme Court declined to alter the lower court's decision upholding the Commission.

Stations are equally liable with speakers for statements uttered over their facilities, under established legal precedent. It behooves all broadcasters, therefore, to avoid any possibility of the fate which befell the station that carried the Shuler diatribes. The best way we know is simply to decline to carry religious "commercials".

We realize that many of the smaller stations can ill-afford the loss of revenue from this source. "By their fruits ye shall know them", said the court in another station deletion case. Radio should never be used to preach intolerance or to self-serve even men of the cloth, a few of whom might well heed the Biblical injunction so aptly used by the courts.

The RADIO BOOK SHELF

THE 1939 edition of *The Radio Amateur's Handbook*, the sixteenth to be published, was issued in latter November by the American Radio Relay League, W. Hartford, Conn. It contains 560 pages and a 104-page catalog section of amateur radio equipment. There are 815 illustrations and 50 charts and tables. The book brings up-to-date complete data on amateur radio practice. It is dedicated to the late Ross A. Hull, editor of the volume for 10 years.

Radio Itself

SEVERAL years ago we published in these columns the suggestion that broadcasters were derelict in "selling" themselves. We observed that they had at their disposal the greatest means of reaching the public ever devised, yet they never used it to tell their own story. Sporadic, unorganized efforts were made. The NAB, as the industry trade association, was in no position to follow through and, besides, things seemed to be poking along pretty well.

Now, however, it is different. Critics of radio have increased. Members of the FCC are making public statements castigating certain broadcast activities. Radio isn't answering them, though today the NAB is well-manned, adequately financed and has the facilities. And the industry has a reason to tell its story.

We think the time is at hand for Neville Miller, able NAB president, and as such the industry's spokesman, to launch a series of talks, regularly scheduled, on "Radio Itself". The networks and independent stations alike should carry them. Perhaps Mr. Miller should be the initial speaker, and thereafter introduce other figures in the industry in succeeding "shop talks" to the public, who after all is radio's final arbiter.

The best that radio has to offer is none too good for the industry in telling its own story. A regular period on Sunday evenings should be set aside—cleared on all networks and stations. Radio has a constructive, affirmative story to tell.

Let's tell it!

We Pay Our Respects To —

WILLIAM REGINALD BAKER JR.

IF YOU HAD entered a grocery store at the corner of Harriston and Main streets in East Orange, N. J., about the time Europe was plunging into the World War, very likely you would have noticed a slender, eager-eyed American boy digging into the cracker barrel to fill Mrs. Jones' order. And several years later, if you had visited the campus of Princeton University and chanced to notice a long-legged, young fellow taking the steps to Nassau Hall four at a time, your host would have informed you that the young man was William Reginald Baker Jr., business manager of *Princeton Pictorial Review* and campus correspondent for United Press.

Should you walk into the Hollywood offices of Benton & Bowles today, you would find that the same keen-eyed, energetic, long-legged youth, now a man of 40, is a vice-president of the nationally-known advertising agency and manager of its West Coast radio activities. Bill Baker, as he likes to be known, assumed charge of the West Coast offices Oct. 12, 1937, shortly after they were established in Hollywood. In that short year he has established himself as an important figure in national radio.

That is the current climax of an advertising career, but there are many previous anti-climaxes and they provide an interesting story. Not every man finds his chosen work in the family tree, but in this case the Baker's son found a branch of business in the family tree that won his interest from childhood and led to his present position. Bill Baker's grandfather owned one of the first chain grocery stores in New Jersey—Charles M. Decker & Bros. It was in one of his grandfather's stores that young Bill worked and learned all that he could of the food and grocery business, knowledge which he put to use later when he became an advertising agency executive.

He might have been content to lend his pursuits to the food industry and grocery business had he not, at an early age, been bitten severely by the advertising bug. Bill showed a flair for creative advertising and he cultivated it with study and actual work at Princeton. The two avocations, food and advertising, proved to be a happy combination as indicated by his present position.

William R. Baker Jr. was born Oct. 13, 1898, in Madison, N. J. He attended grade school in that city, and prepared for his entrance to Princeton University at Newark Academy. He was graduated from the university with the class of 1919 and in early 1920 went to work for Batten, Barton, Durstine & Osborn (then Barton & Durstine), in New York as office boy for Bruce Barton. In 1921 he was sent to the Boston office as assistant to Paul M. Hollister, now executive vice-president in charge of advertising for Macy's, New York. There he spent four years, 1921 to 1925, returning to New York to take over his first food contact as account executive. During the next few years he worked on the Walter Baker (no relation) Chocolate and the United Fruit accounts. By 1930 he was handling a group of food accounts for BBDO.

His first contact with General Foods Corp. came in 1927 when that organization bought the Walter Baker Chocolate business. Contacts made at that time were renewed in 1933 when Bill Baker resigned his BBDO post to join Benton & Bowles, New York, as assistant to A. W. Hobler, president. He took over contact on such General Foods accounts as Maxwell House Coffee, Log Cabin Syrup and Certo. His responsibilities increased and in recognition of his excellent work, the agency in August, 1935, elected him a vice-president.

Association with the General Foods accounts naturally led to radio. Four of the five years that *Maxwell House Show Boat* was sponsored by General Foods Corp. on NBC-Red, Bill Baker was closely associated with the program and with the sales work generated by the weekly broadcast, which moved a lot of coffee. This program is credited with vitally influencing the trend of broadcast entertainment. With his knowledge of the account, it was natural therefore, that when the M-G-M-Maxwell House *Good News of 1938* took to NBC-Red in November, 1937, Bill Baker should have been sent to Hollywood to head the agency's West Coast offices. Also emanating from the West Coast at that time, and under his supervision, was the NBC *Log Cabin Syrup* program.

Baker's success on the West Coast is emphasized by the fact that *Good News* last Sept. 1 returned to NBC-Red for its second season, under continued sponsorship of General Foods Corp. The number of network programs to be serviced by the agency from Hollywood this fall has also been increased, for Benton & Bowles has two additional shows for that sponsor on CBS—the *Joe Penner Show* starting Sept. 29 for Huskies and Joe E. Brown, which started Oct. 8 for Post Toasties. In addition, Benton & Bowles is also producing the CBS *Jack Haley* program, which started Oct. 14 under sponsorship of Continental Baking Co.

Since going to the Coast Mr. Baker has doubled the office facilities and increased production personnel by approximately 50%. He believes in organization and in assigning duties to his assistants, gives them plenty of latitude to carry through on a job.

Mr. Baker is 6 feet, 2 inches tall, and weighs 175 lbs. He has black hair and penetrating eyes. In 1926 he was married to Ruth Kinnicutt, of Cleveland. They have two boys, Bill Jr. and Bruce. His hobby, until transferred to Hollywood, was his Cape Cod, Mass., cottage and the simple life. Since coming to California, he has gone in for dude-ranching and when occasion arises goes to the Santa Barbara territory of Southern California for week-ends. The Baker family lives in Beverly Hills.

Personal NOTES

JOHN CAIRNS, production comptroller of the Australian Broadcasting Commission in Victoria, arrives in Canada on an exchange with Frank Willis of the CBC, on Dec. 17 at the *R. M. S. Niagara*. He has been with the Australian Broadcasting Commission for seven years, three as senior producer. Mr. Willis, who has been with the CBC for about five years, was stationed in Halifax before boarding the *R. M. S. Aorangi* at Vancouver Nov. 23 to sail for the Antipodes.

LESLIE JOY, manager of KYW, Philadelphia, has been appointed a member of the radio council of the National Foundation for Infantile Paralysis.

NICK STEMMLER, news and sportscaster of WSYR, Syracuse, has been named merchandising manager, replacing Gardner Smith, transferred to the sales department.

PHIL HERBERT has joined the sales staff of WCLE, Cleveland, replacing Ed Deveny, now with WIBC, Indianapolis.

JAMES ACUFF, former commercial manager of KFKA, Greeley, Col., has been named commercial manager of WAAW, Omaha, Neb.

WILLIAM R. CLINE, for two months in charge of promotion and special events in connection with the new WLS transmitter, has returned to his post of sales manager at WLS, Chicago. Phil Kalar, temporary program director, has been named WLS musical director and Harold Safford has returned to the position of program director.

REILAND QUINN, new general manager of KYA, San Francisco, has appointed Gurdon Mooser, for the past two-and-a-half years with the Hearst organization, as assistant general manager. Mooser has recently been chief accountant of KYA.

DR. HERMAN S. HETTINGER of the Wharton School of Finance and Commerce, University of Pennsylvania, on Nov. 23 broadcast a talk on *Merchandising of Radio Commercials* on WNYC, New York, before one of the regular radio classes of the City College of New York.

J. REUBEN CLARK Jr., president of the Radio Service Corp., of Utah, owner of KSL, Salt Lake City, addressed the 64th annual convention of the American Bankers Association in Houston recently. Earl J. Glade, KSL manager, also recently filled four speaking engagements in one week in four different Utah and Idaho cities.

MAX C. BEE, assistant to the advertising manager of BROADCASTING, and Mrs. Bee, became the parents of a 7 lb. 5 ounce son, Robert Douglas, on Nov. 22.

CAROL BOWERS, recently in the radio department of Benton & Bowles, New York, has joined WNEW, New York, as assistant to Bernice Judis, station manager. Miss Bowers was formerly assistant to Kirby Hawkes, radio director of Blackett-Sample-Hummert, Chicago.

R. H. PICK, for the last 13 years with the Canadian Marconi Co., has been appointed sales engineer attached to the Winnipeg office of the company, according to an announcement by R. M. Brophy, general manager.

LINCOLN DELLAR, manager of WBT, Charlotte, was the guest speaker of the Exchange Club in mid-November, speaking on "Radio and Public Service". The meeting was concluded with an open forum session in which Mr. Dellar answered questions on radio.

H. G. WELLS Jr., general manager of WCOA, Pensacola, Fla., will also have charge of the new WJHP, Jacksonville, which the John H. Perry publishing interests were recently authorized to construct.

HUGH FELTIS, commercial manager of KOMO-KJR, Seattle, at a meeting of the Seattle Junior Ad Club Nov. 7 presented a description of the recent AAAA convention at Del Monte from a media man's standpoint. The preceding week William Horsley, president of Izzard Co., Seattle, described the convention from an advertising agent's point of view.

WINSTON L. CLARK, former manager of WLAP, Lexington, Ky., has joined the sales staff of WTMV, E. St. Louis, Ill.

ARTHUR CHURCH, operator of KMBC, Kansas City, has been elected a trustee of Graceland College, Lamoni, Ia., from which he and Mrs. Church were graduated, and will act as chairman of its finance committee.

DUANE PETERSON has been named assistant treasurer of the Iowa Broadcasting System, succeeding Robert Tincher, recently named station manager of WNAX, Yankton.

ROBERT S. HOTZ, on Nov. 12 resigned as assistant sales director of WMCA, New York, and the Inter-City Broadcasting System.

WILLARD L. KLINE was recently named commercial director of KTSM, El Paso, Tex.

V. HAMILTON-WEIR, general manager of WLEU, Erie, Pa., recently was elected to the board of governors of the Erie Advertising Club.

HAROLD C. JOHNSON, manager of KFRO, Longview, Tex., recently was named president of the Longview Kiwanis Club.

W. CORT TREAT, manager of WORL, Boston, was a guest speaker at the sixth annual convention of the Fuel Merchants Assn. of New Jersey at Asbury Park, N. J., Nov. 17. His subject, "The Welcome Voice", concerned the close connection between the fuel business and the radio industry.

LEIGH SILLIPHANT, after an absence of two years, has returned to KRKD, Los Angeles, as account executive.

W. POWELL, assistant commercial manager of the CBC, Toronto, has sailed for England.

NORMAN SIEGEL, radio editor of the *Cleveland Press*, is the father of a boy born recently.

ED WOOD, commercial manager of WGN, Chicago, left Nov. 19 for a two-week vacation in Cuba.

Cormier Leaves WINS; Biow Quits WNEW Post

ALBERT A. CORMIER has resigned as general manager of WINS, New York, effective Dec. 5. On the same date Mr. Cormier will also retire from the vice-presidency of Hearst Radio Inc., present owner of the station, which has been sold to Milton Biow, subject to FCC approval. Mr. Cormier came to WINS about a year ago from WIP, Philadelphia. Previously he had been general manager of WOR, Newark. His future plans have not been announced nor has the station named a successor.

Mr. Biow has resigned as president and director of WNEW, New York, of which he has been a minority stockholder, in order that FCC objections to multiple ownership of stations in any locality may not be allowed to hold up the transfer of the WINS license to his company, Metropolitan Broadcasting Corp.

Walter R. Moran

NEW ENGLAND radio lost a second prominent broadcast official Nov. 18 when Walter R. Moran, 46, commercial manager of WORC, Worcester, died of a heart ailment at his home following a short illness. A few weeks earlier Lewis S. Whitcomb, assistant manager of WEEI, Boston, passed away after a brief illness. Mr. Moran, a native of Worcester, joined WORC in 1932 to take charge of local advertising. Previously he had been in the advertising department of the Hershey Chocolate Co. He is survived by his widow and five sons.

Mrs. Ralph L. Atlass

MRS. PAULINE ATLASS, 33, wife of Ralph L. Atlass, veteran broadcaster, died Thanksgiving Day while giving birth to a child. The baby girl survived. Mr. and Mrs. Atlass also have a son, 11. Mr. Atlass is the operator of WJJD, Chicago, and WIND, Gary.

BEHIND the MIKE

HOWARD MARCUSSON, former guide of NBC-Chicago, has joined the announcing staff of KWK, St. Louis. NBC-Chicago's announcing school under direction of Everett Mitchell and Lynn Brandt has placed the following announcers during recent months: Bill Layden, WCFL; Jack Simpson, WJDX; Russ Sparks, WOWO; George Hooper, WBEO.

NORVELL SLATER recently left WHB, Kansas City, to become program director and production manager of KVOO, Tulsa. Dick Smith, formerly sharing the WHB production manager assignment with Slater, became program director. M. H. Straight, manager of the client-service department, took over the local agency contact, and H. A. Boyle returned as salesman.

REGINALD ALLEN, chief announcer and Esso reporter of WBT, Charlotte, has been transferred to CBS Washington studios, at WJSV.

CAROLINE GRIFFITH, formerly identified with retail department store advertising in Seattle, has joined the continuity staff of KIRO, Seattle.

ERNIE SMITH, former program director of WBIG, Greensboro, N. C., returned Nov. 9 after directing program operations at WCSC, Charleston, since June.

RUTH LANDWEHR, a graduate of Wittenberg College, has joined WTOL, Toledo, and conducts the daily woman's feature, *For Women Only*.

WILFRED MacDILL, former announcer of WTAD, Quincy, has joined WTMV, East St. Louis, Ill.

JAMES WALLINGTON, Hollywood announcer of the CBS *Texaco Star Theatre*, is the father of a boy born Nov. 10.

JAMES W. REID, formerly announcer at WWNC, Asheville, has joined WGTM, Wilson, N. C. in charge of news and sports.

BOB LEHIGH, formerly of WGRC, New Albany, Ind.; Phil Sutterfield, formerly of WHAS, Louisville, and WLAP, Lexington, and John Watkins, of WHAS, have joined the announcing staff of WCSC, Charleston.

EDWARD TRUMAN has replaced Wayne Sprague in the music library of KRNT-KSO, Des Moines. Rowland Peterson has joined the promotion staff and Joe Miller, of St. Louis, the continuity staff.

HOWARD MILHOLLAND, at one time manager of KGO, San Francisco and later program manager of the NBC's San Francisco studios, has rejoined NBC as a reader.

MARION CHADBURN, secretary to Jules Seebach, program director of WOR, Newark, on Dec. 10 will be married to Newell McDonald.

MARK GOODSON recently joined the announcing staff of KFRC, San Francisco.

VANCE GRAHAM, formerly of KOA, Denver, and recently commentator for Alexander Film Co., Colorado Springs, has joined KSFO, San Francisco.

JOHN M. COOPER has been appointed special news editor of WCSH, Portland, Me. Mr. Cooper was formerly with UP in New York, and more recently served as acting editor of *Portland News*, and director of publicity for Louis J. Brann, Democratic gubernatorial candidate in the recent Maine election.

DAVID FREDERICK, formerly of KFRU, Columbia, Mo., has joined the staff of KXOK, in charge of publicity.

Ted Hill Heads WTAG

EDWARD E. (Ted) HILL, general manager of WORC, Worcester, Mass., on Dec. 1 becomes managing director of WTAG, in the same city, according to an announcement by George F. Booth, publisher of the *Worcester Telegram & Gazette*, owner of the station. Mr. Hill, a veteran amateur, has been with WORC since 1930, becoming successively announcer, salesman, studio director and station manager. He started in newspaper advertising as a youth with the *Boston Traveler*, and for a time was also a reporter with the *Lynn Telegram*. At WTAG he succeeds the late John J. Storey, who died Oct. 16 [BROADCASTING, Nov. 1].

Mr. Hill

RUSS CLANCY, now chief announcer and operations manager of WHN, New York, has taken over the duties as night manager, replacing Sidney Adler, resigned. George DePue, formerly with NBC's program and guest relations staff, has been appointed assistant to Mr. Clancy. Gerson Alterman, former assistant night manager, has resigned to join the Associated Orchestras of America. Raymond Katz, former assistant program director, becomes day operations manager, and is succeeded by Ted Schneider, former assistant night manager.

BILL SUTHERLAND, announcer of KDKA, Pittsburgh, is the father of a boy born recently.

HOBART DONAVAN, former radio director of John Barnes Adv. Agency, Milwaukee, has joined the continuity staff of NBC, Chicago.

MARTIN JACOBSEN, formerly of WJJD, Chicago, has joined the announcing staff of WCFL, Chicago.

JAMES SHELBY, formerly of WAAF, Chicago, has joined WROK, Rockford.

DEAN DORN, after an illness of several weeks, has rejoined the M-G-M Hollywood publicity department as radio contact on the NBC *Good News* program, sponsored by General Foods Corp. He is also preparing a regular weekly news service for Hollywood radio commentators.

LES LEIBER is planning to leave the CBS publicity department in December to work for Paul Whiteman, orchestra leader, as publicity agent.

LEO DOLAN, city editor of INS, is conducting a commentary series of programs *News Behind the News*, on WNEW, New York, every Tuesday evening.

GRACE GATLING has returned to work at WTAR, Norfolk, as secretary to Manager Campbell Arnoux, after a long illness. Shirley Hosier, who took her place temporarily, has been named commercial traffic manager, and Henry Whitehead, musical director, has been placed in charge of programs and auditions.

LEON LLOYD, formerly of WDAE, Tampa, WMFJ, Daytona Beach, and KGHI, Little Rock, has joined KRRV, Sherman, Tex.

JOHN BONDESON has joined WREN, Lawrence, Kan., as news editor and announcer. Ronnie Ashburn, WREN sportscaster, recently married Virginia Curtis, in radio work in Kansas City.

FRANK McINTYRE recently resigned from KBST, Big Spring, Tex., to join KTSM, El Paso.

DAVID BANKS, announcer of KARK, Little Rock, is the father of a boy born Oct. 24.

VIOLA VENTURA, formerly of KYSM, Mankato, has joined WMIN, St. Paul, as news editor, and Jean Craswell, formerly personnel manager of the Golden Rule department store in St. Paul, has joined the WMIN production department to conduct a daily fashion program.

A. M. WOODFORD, chief engineer and traffic manager of WBAP, Fort Worth, has been appointed production manager of the station. Marjorie Luethi, formerly of KTSA, San Antonio, KNOW, Austin, and the Gulf Oil Radio Station at the Texas Centennial, has joined the writing staff of WBAP.

RALPH WALDO EMERSON, veteran radio organist, has joined the staff of NBC-Chicago and will be featured in *Music After Midnight*, a thrice-weekly half-hour series.

REGINALD BRYAN OWEN, grandson of the famous statesman, William Jennings Bryan, and Henry Hull Jr., son of the well-known actor, recently joined the NBC guest relations staff. Owen has worked as soundman for KFAB, Lincoln; KOA, Denver, and WNYC, New York, and Hull has done some announcing on WTIC, Hartford.

THOMAS J. DOLAN, NBC night traffic supervisor, is the father of a girl, Barbara Jean, born Nov. 9. Mrs. Dolan is the former Jean Scott of the NBC sales traffic department.

BILL BETTS on Oct. 7, resigned his position with NBC as secretary to Director of Publicity Wayne L. Randall to become assistant sales manager in charge of promotion with the American Automobile Association in Washington, D. C.

MARIAN HERTHA CLARK, of WORL, Boston, addressed a meeting of the Cantabrigia Club in Cambridge Nov. 18 on "The Inside Story of Radio".

CARLOS W. HUNTINGTON, KYA public relations director in charge of special events, recently was appointed by Mayor Rossi of San Francisco to the citizens' committee planning a celebration for the opening day of the Golden Gate International Exposition.

LEON CHURCHON, formerly program director of KYA, San Francisco, recently was added to the sales staff of KJBS, that city.

IRA BLUE, commentator of KPO and KGO, San Francisco, is confined to a hospital with a hip injury suffered in a fall.

ALICE BRADFORD, formerly with Time Inc. and the NBC production department, has been named assistant to Julian Street Jr., manager of contact in the NBC press department.

WILLIAM S. RAINEY, head of NBC's production department, is back on the job after a recent appendicitis operation.

HURERT CHAIN, script writer in the NBC electrical transcription department, and Katharine Hoffmeir of NBC sales department are to marry in December.

HUDSON HAWLEY, formerly with the *Hartford Times*, and with the *Stars & Stripes*, official publication of the AEF in France, has been made news editor in the international division of NBC. Mr. Hawley also served as Central European director of INS in Berlin, and as head of INS bureaus in Paris, London, Rome and Geneva.

LISA LUNDIN has been promoted at NBC from secretary to staff assistant to Wayne L. Randall, director of the press department.

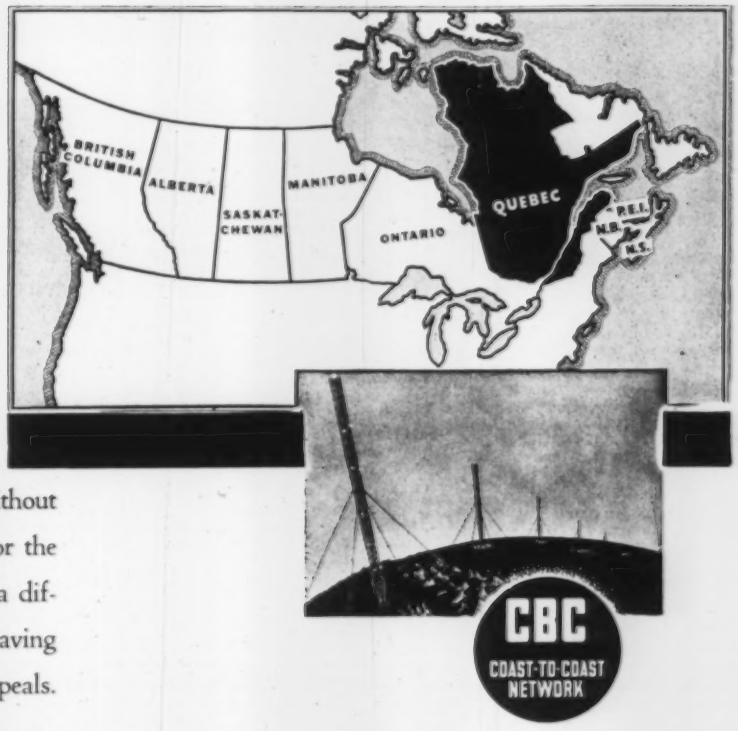
DWIGHT B. HERRICK has been promoted from clerk in the guest relations department of NBC to director of promotion of the studio and television tours, replacing Walter B. Davison, who was recently transferred to Hollywood to take charge of the guide staff.

CBC IN CANADA

Takes Your Message To

THE ONLY MARKET OF ITS KIND IN THE WORLD

Over 2,500,000 Canadians Who Think, Speak and Buy In French



No responsible Captain of a Ship would enter a strange port without a pilot. Similarly, no responsible advertiser should think of entering the French-Canadian market without some guide as to its peculiar requirements. For the French-Canadian people are Canadians with a difference . . . speaking a different tongue . . . having different habits . . . susceptible to different appeals.

That is why the CBC in Canada performs such a notable service to advertisers. Through its basic 50,000 watt Station CBF . . . one of the five CBC Regional Systems which cover all Canada . . . and local Stations CBV, CBJ, CJBR, and CHNC . . . the CBC reaches a potential French-speaking audience of over 2,500,000. It appeals to them in their own language . . . in their own idiom . . . caters to their own French-Canadian ways and customs . . . and thus provides every advertiser who uses the CBC National Network with friendly and productive entry to the heart of one of Canada's richest markets.

CANADIAN BROADCASTING CORPORATION

Commercial Department

1 Hayter Street, Toronto

1231 Ste. Catherine Street West, Montreal

HOWARD SWART, formerly of CBS Hollywood, has joined the KHJ, Los Angeles, continuity staff.

BURT McMURTIE, Hollywood producer, having recovered from a long illness, has gone to New York to confer on several radio deals.

MORT WERNER, formerly of KJBS, San Francisco, has joined KMTR, Hollywood, as writer-producer.

ROBERT YOUNG, KHJ, Los Angeles, news commentator, married Inez James, Hollywood song writer, Nov. 23.

HAL SPARKS, formerly of KFXR, Oklahoma City, has joined WSLI, Jackson, Miss.

SAM LAWDER, formerly of WRTD, Richmond, has joined WLVA, Lynchburg, Va.

NATHAN SNADER, conductor of the KYW orchestra during the absence of Jan Savitt and his KYW *Top Hatters* on road engagements, has been appointed music director of KYW, Philadelphia, until Director Savitt completes his road schedule.

LOUIS LAMAR, announcer of WGN, Chicago, returned from his annual November hunting expedition to Minnesota with a 160-pound buck deer which he bagged in the Duluth region.

NEIL COLLINS, publicity director of WHK-WCLE, Cleveland, has been appointed director of public events and special features, succeeding Larry Roller, recently named educational director of United Broadcasting Co.

JACK DAUB, former announcer at WJBY, Gadsden, Ala., has been appointed program director of WCOA, Pensacola, Fla.

ROY MAYPOLE Jr., formerly of WHBF, Rock Island, and NBC-Chicago, has joined the production department of WWJ, Detroit.

ED LYONS, formerly of KMPC, Beverly Hills, Cal.; Lou Bennett, formerly in radio in Los Angeles, and Ivan Head, formerly of J. Walter Thompson Co., Los Angeles, have joined the announcing staff of KGGM, Albuquerque, N. M.

CARL FRANK, announcer of *Original Good Will Hour* on WGN-MBS, on Nov. 26 married Barbara Weeks, star of *Her Honor, Nancy James*.

TOM McCARTHY, formerly feature writer of the *Washington Post* and newscaster of WRC-WMAL, Washington, has been named news editor of WCPO, Cincinnati, succeeding William Gold.

RUDOLPH PRIHODA, formerly with M-G-M and RKO, has joined the promotion department of WLW, Cincinnati, to handle art work and layouts.

PAUL ALLISON, formerly of WNOX, Knoxville, has joined WLW-WSAI, Cincinnati.

BOB GREGORY, formerly of KXOK, St. Louis, has joined WBT, Charlotte, and Bill Cook, has gone to WBNS, Columbus. Bob Lyle has returned to work at KXOK after an appendectomy.

KEN HOUSEMAN, announcer of WIS, Columbia, S. C., is the father of a girl born recently.

ANNE EMILY SCHMIDT, of the program department of WIP, Philadelphia, on Nov. 23 announced her engagement to Harry DeLeon, of Philadelphia. The wedding is planned for next June.

BILL BIVENS, announcer of WBT, Charlotte, recently bagged a 235-pound buck deer in western North Carolina, claimed to be the largest killed in the state this season.

KATE SMITH, during her noon CBS broadcast for General Foods Corp. (Diamond-Crystal Salt), Nov. 24, received a gold medal and testimonial from the American Legion in recognition of her "superior job of talking and preaching love for America and American ideals, principles and institutions".

FESTIVITY reigned at WLS, Chicago, during mid-November as its new 50,000 watt transmitter was dedicated. Above is a scene at the *National Barn Dance* with (l to r) Julian Bentley, newscaster; I. R. Baker, of RCA; W. J. Gillies, contractor; H. Field, architect; Tom Rowe, chief engineer; H. Boome, electrical contractor; Burridge D. Butler, president of *Prairie Farmer*-WLS; George Biggar, WLW farm program director. In lower photo are Glenn Snyder, WLS vice-president; Mr. Rowe, Mr. Boome, and Joe Kelly, *Barn Dance* m. c.

Vanda to *Gateways*

EXECUTIVE personnel in three departments of CBS, Hollywood, have been shifted to production to share duties of Charles Vanda, West Coast program director, who has taken temporary leave to produce the talent-hour program *Gateways to Hollywood* which starts on the network Jan. 8 under sponsorship of William Wrigley Jr. Co. (Doublemint gum). Vanda returns at termination of the series. Those moved into production are John M. Dolph, assistant to Donald W. Thornburgh, CBS Pacific Coast vice-president; Russ Johnston, continuity editor and Ben Paley, program operations director. They continue their own duties in addition to sharing production responsibilities. *Gateways to Hollywood*, to be heard Sunday, 6:30-7 p. m. (EST), on 75 CBS stations, replaces the *Laugh Liner* series. [BROADCASTING, Nov. 15].

Ayer V-P's Placed

WARNER S. SHELLY, newly-elected vice-president of N. W. Ayer & Sons, has been named supervisor of service in the New York office. Mr. Shelly joined the Philadelphia office of N. W. Ayer in 1923 and was transferred to the New York office in 1925, remaining there until 1937, when he was returned to the Philadelphia office in an executive capacity. James M. Wallace, with the agency in the Philadelphia office since 1926, was elected vice-president in charge of plans-merchandising, and Thomas H. Gilliam Jr., with the agency since 1925, was named vice-president in charge of Philadelphia office service.

VISUAL audiences throughout the country for the first time are now seeing dramatizations of the anti-crime program *Gang Busters* exactly as produced in the CBS studios, now that the actors on the program have started on a personal appearance tour carrying with them a simulated radio stage with all paraphernalia. Program is sponsored on the air by Colgate-Palmolive-Peet Co., Jersey City, through Benton & Bowles, New York.

Mrs. Vernice Boulianne Marries Earle T. Irwin

AT A QUIET ceremony, attended only by members of the family and close friends, Mrs. Vernice Boulianne, president of KVI, Tacoma-Seattle, and Earl T. Irwin, radio executive, were married Thanksgiving Day in Vancouver, Wash. The ceremony was performed in the First Methodist Church by the Rev. Fred C. Taylor. Attended by her sister, Miss Dorothy Doernbecher, Mrs. Irwin was given in marriage by Charles W. Meyers, president and general manager of KOIN, Portland. Acting as best man for Mr. Irwin was H. Preston Peters, of New York, executive of Free & Peters, national radio representatives.

Mrs. Irwin is the daughter of the late E. M. Doernbecher, founder of KVI, who died in 1936. Mr. Irwin, commercial manager of KVI and manager of the station's Seattle studios, was a radio executive with Free & Peters in Chicago before going to Seattle. He is a graduate of Colorado State College and a member of Phi Delta Theta. Mrs. Irwin is a graduate of the University of Washington and a member of Chi Omega sorority.

Employe-Ownership Plan

BROADENING of the employe-ownership plan of the Journal Company, operators of WTMJ, Milwaukee, make more than 85% of that station's staff owners of or designated for ownership of stock units. The employe-ownership plan, set up in 1937, has worked out so satisfactorily that employes are now enabled to own 40% of the company's stock. Units are allotted to employes who qualify as to length of service, with all WTMJ departments represented — announcers, musicians, operators, continuity writers, salesmen, traffic clerks and others. The broad program for employe control of the *Milwaukee Journal* and WTMJ is not a profit-sharing plan but outright ownership.

in the CONTROL ROOM

ROBERT T. ANDERSON, amateur operator of Harrisburg, Ill., who was awarded the William S. Paley Amateur Radio Award for 1937 last June for heroism during the 1937 Ohio River flood, has joined WABC, New York, as field technician. He brought with him to New York his amateur transmitter W9MWC, with which he was largely instrumental in the evacuation of the entire population of Shawneetown, Pa., without the loss of a single life.

DEWEY STURGELL, NBC field engineer, is accompanying the American delegation to the Pan-American conference in Peru to operate the transmitter which NBC has installed aboard the Grace Liner *Santa Clara* for daily broadcasts from the ship to the American public. Edward Tomlinson, NBC's South American commentator, will handle these broadcasts as well as those from the conference.

CARL ROLLERT, electrical engineering student of the University of Kansas, has joined the control staff of WREN, Lawrence, Kan.

THORUS E. LaCROIX, of KFAC, Los Angeles, recently married Marion Anderson.

JOHN PEFFER, assistant technical director of WTAR, Norfolk, recently underwent an operation for salivary gland trouble.

STANLEY WHITMAN, formerly of Waterloo, Ia., has joined the engineering staff of WNAX, Yankton, S. D.

E. J. SOMERS, formerly with Farnsworth Television Inc., is now with the NBC television staff in New York.

J. W. SANBORN is now with RCA Victor Co. Ltd., Montreal, having resigned from the RCA Mfg. Co. staff in Camden.

AL SPAN, CBS Hollywood sound effects director, is recovering from a gash on his head received while playing field hockey.

HILTON L. RAMLEY, transmitter engineer of WJJD, Chicago, has been named studio supervisor replacing Jack Hayes, resigned.

JOHN BERRY recently joined the engineering staff of WIS, Columbia, S. C.

TAUBNER G. HAMMA, formerly chief engineer of KHUB, Watsonville, Cal., has been added to the technical staff of KYA, San Francisco, succeeding Paul Williams, resigned.

FREDERICK BLACKBURN is new engineer at KVSO, Ardmore, Okla., succeeding Bob T. MacFarland, now at KOMA, Oklahoma City.

HARRY SMITH, formerly of Radio Recorders, Hollywood, has joined Hollywood Recording Co., that city, as technician.

JUSTUS ALLEN, engineer of NBC-Chicago, has been transferred from the WENR transmitter to the studios, replacing Woodrow Crane, resigned.

AN EMERGENCY drill program by a group of 16 amateur radio operators known as the Susquehanna Emergency Network was heard Nov. 20 on NBC-Red. Comments on the drill were made by Lieut. E. K. Jett, FCC chief engineer, speaking for Chairman Frank R. McNinch.

THOMAS SMITH, caretaker of the WEAF transmitter at Bellmore, Long Island, died Oct. 6, apparently as a result of the recent hurricane when he attempted to pump out his flooded cellar by hand and collapsed with a stroke of apoplexy two days after the storm. He is survived by his wife.

TRANSCRIPTIONS

WBS is adding a new studio at its headquarters at 711 Fifth Ave., New York, to take care of increased program activity. Program production and continuity departments have been shifted from the 15th to the 13th floor in he former NBC headquarters to make room for expanding sales and market analysis staffs.

A ONE-HOUR recording of Dickens' *Christmas Carol*, with Alfred Shirley as Scrooge, has been prepared by NBC's electrical transcription service and was sent to Thesaurus subscribers on Nov. 15.

RADIO rights to *The Spider's Web*, Columbia Pictures movie serial, have been obtained by WBS, which has already recorded an audition disc. Story is being adapted for radio by Stewart Sterling, author of the *Eno Crime Club* series. World has also secured rights to Marie Nordstrom's radio serial, *Three Women*.

RADIO programs division of Walter Biddick Co., Los Angeles, has taken sales rights to programs of Callahan Radio Productions, Hollywood transcription firm.

EARNSHAW RADIO Productions and Earnshaw-Young have moved offices from Hollywood to 1031 So. Broadway, Los Angeles.

STANDARD RADIO announces KANS and KFEQ have subscribed to its Standard Library Service.

NATIONAL Transcription Recording Co., San Francisco, has cut two dramatization and announcement transcriptions for the new Philco Mystery Control set, which are being offered to stations for local dealer sponsorship.

MERTENS & PRICE, Los Angeles production concern, has started to produce a three-ring style merchandising service for department stores, titled *Fashion Frolic*. Series, being cut by Radio Recorders, Hollywood, will consist of 240 quarter-hour programs. Firm is also cutting a new quarter-hour serial titled *Leisure House*, which features Agnes White, Los Angeles home economics expert, for electrical utility sponsorship. Frank Nelson is producing.

C. P. MacGREGOR, Hollywood transcription concern, has cut 18 quarter-hour narrations for the Rosicrucian Order, San Jose, Cal., to be placed nationally.

Lucky-Fields Split

AMERICAN TOBACCO Co., New York (Lucky Strike cigarettes), and W. C. Fields, Hollywood film comedian, have cancelled contract arrangements by mutual agreement after four weeks. Fields' last appearance on the CBS *Your Hit Parade* was Nov. 12. The contract, which still had 22 weeks to go, was amicably settled by George McGarrett, radio executive of Lord & Thomas, New York, which services the account. Fields is reported to have received $5,000 weekly for his appearance on the program, which consumed about 12 minutes. Mr. McGarrett, who produced the Fields Hollywood insert on the weekly program, has returned to his New York headquarters.

THE title of "Senator" was bestowed upon Thomas M. Storke, Santa Barbara publisher and operator of KTMS in that city, by virtue of his appointment in November by Gov. Merriam as interim successor to Senator McAdoo, resigned.

Tom Barton operates Presto Recorder at Young & Rubicam

how program directors use THE PRESTO RECORDER

In the early days of radio, thousands of dollars were wasted on unsuccessful programs. Among the many reasons for failure, one was most common. The producer could never *hear* his show exactly as it would later sound on the air. It might *look* perfect in rehearsal. But as it came over the loudspeaker—it showed glaring defects.

Program directors have now discovered how to avoid this pitfall. They record many shows during rehearsal. Before the show goes on the air, they have listened carefully to the records. They have heard the show exactly as it will sound to the radio listener. They have judged it in its own medium—sound alone.

Over 1500 Presto recordings were made this past year by Young & Rubicam while producing the programs of Jack Benny, Fred Allen, Kate Smith and others* . . . programs that have retained their popularity year after year with both listener and sponsor. The Presto installation at the New York office of Young & Rubicam is typical of recording facilities now used by leading advertising agencies.

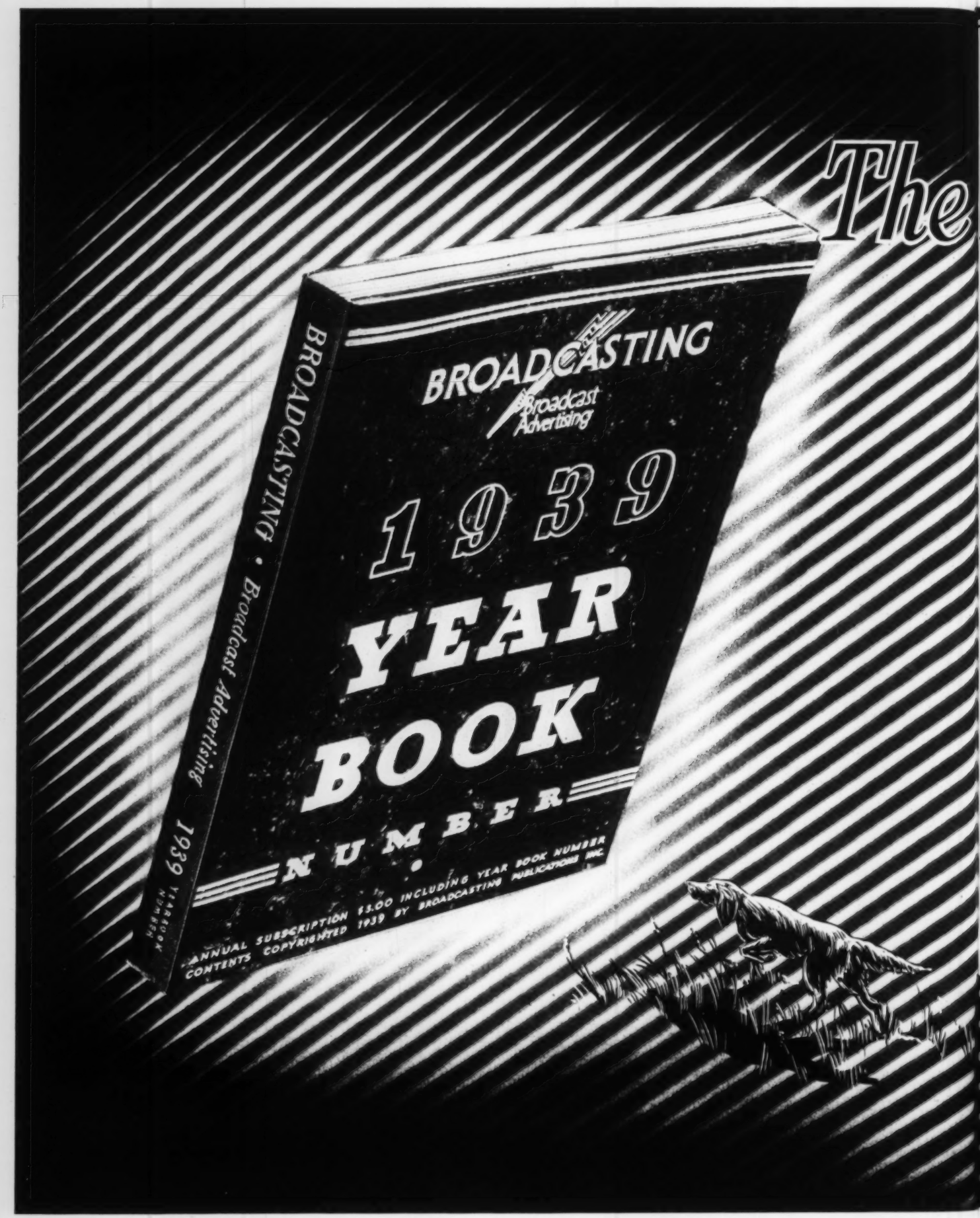
There are many less expensive recorders available, including the Presto Jr., a portable recording and playback machine that sells complete for only $149.00.

If you produce radio advertising, even spot announcements, let a Presto representative demonstrate the advantages of pre-recording your broadcasts. Keep the recorder for a ten day trial if you wish. Write us for the name of your local Presto representative.

* *Al Pearce, Ben Bernie, Silver Theatre, Passing Parade, Lum and Abner, Eddie Duchin, We, the People, Hobby Lobby, Mary Margaret McBride, and Hughes Reel.*

PRESTO Recording Corp. 147 W. 19th St. New York, N.Y.

WORLD'S LARGEST MANUFACTURERS OF INSTANTANEOUS RECORDING EQUIPMENT


BROADCASTING
Broadcast Advertising
1939
YEAR BOOK
NUMBER
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BROADCASTING • Broadcast Advertising 1939 YEARBOOK NUMBER

Best Shot of the Year!

In hunting, it takes skill and science to bring down the quarry. In selling time or any service related to the business of broadcasting, it takes effective promotion.

The best shot of the year (your best single chance to tell your year-round sales story) is the 1939 Yearbook Number.

To a closely-knit industry, such as radio advertising, the Yearbook Number is all-essential and all-inclusive. Its directories are buyers' guides; its advertisements are reviewed again and again through the year. Within its 400 or more pages are data that provide daily references for radio advertisers, time buyers, account executives, station and network executives, engineers, government radio purchasing agents and executives of each and every service relating to radio advertising.

Full page	$192
Half page	$108
Quarter page	$ 60

Regular issue rates and frequency discounts apply.

RESERVE SPACE TODAY

Forms Close December 15th

Purely PROGRAMS

Town Buyer!

EVERY TIME the Feld Chevrolet Motor Co., Kansas City, Kan., sells a new car it goes on KCKN, that city, with an announcement patterned after a news flash. If the sale happens during a sustaining show, KCKN breaks right in with "Feld has sold another car," if during a commercial program the announcement is aired on the next station break. Announcements include the name and address of the purchaser, type of car sold and name of the Feld salesman.

WITH 8,000 school children from the United States and Canada taking part in special Armistice Day ceremonies at the Peace Arch at Blaine, Wash., KVOS, Bellingham, originated a broadcast of the event for the second time for MBS and Canadian Broadcasting Corp. The program, which covered descriptions of the "peace parade" and the flag-exchanging ceremony between U. S. and Canadian children across the international border, was broadcast coast-to-coast and photographed by four American and one Canadian newsreels. Arrangements are being made to furnish the program to the BBC next year.

* * *

Advice For the Ladies

PERSONAL service and advice program for women, *At Your Service*, featuring Mrs. Helen W. Dana, started on WOR, Newark, Nov. 29, and is heard Tuesdays and Thursdays, 11-11:15 a. m. (EST). On each program Mrs. Dana answers listeners' questions on problems ranging from household hints to gift advice, with the help of an expert gardener and seedman, an interior decorator, a child psychologist, an architect, a dietician, and other specialists.

* * *

Call of the Quacks

THIRD ANNUAL *Duck Calling Contest* was carried again this year on KARK, Little Rock, from Stuttgart, Ark. Finals were broadcast at 9:30 p. m., with a prebroadcast at 4 p. m. Out of 50 contestants, six finalists appeared with the three required calls, and from these the winner was chosen during the program. The broadcast was sponsored by Colonial Baking Co., and was handled by Announcer Doug Romine.

* * *

Postal Miscellany

WHEN Uncle Sam recently opened his year's accumulation of unclaimed packages at the Seattle post office and auctioned it off, KIRO, Seattle, went to the spot with full remote equipment and picked up all the chatter, from the auctioneer's chant to bidder's offers.

* * *

Round About Raleigh

DEVOTED purely to listeners' questions about radio, the station and its staff, *Air Fare*, on WPTF, Raleigh, is centered about station news and goings-on. An announcer reviews letters and queries from listeners and answers them by air rather than letter.

Pros and Conceptions

A NEW TYPE of educational program, titled *Why Not Have a Baby?* has been started on KECA, Los Angeles, by Harrison Holliway, manager. The twice-weekly half-hour roundtable discussions, which started Nov. 22 with Jose Rodriguez, KFI-KECA educational director and Jimmy Vandiveer, special events director, handling the commentary, features a well-known unnamed Los Angeles physician. Frank discussions on the simple rules of the pre-natal care of an expectant mother and an attempt to rebuke many of the popular yet false superstitions about the early stages of childbirth and care of the baby, will be included in the series.

* * *

Barrage of Brasses

HIGH SCHOOL bands in Longview and Marshall, Tex., engaged in musical rivalry recently on the *Battle of Bands* program carried on KFRO, Longview, and claimed to be the first of its kind. The Longview band played a number while the Marshall band listened; then the lines were switched to the KFRO studios in Marshall and the procedure reversed. Listeners voted on their favorite band after the 30 minute program.

* * *

Local Talent Makes Good

CITIES in the primary service area of WCKY, Cincinnati, furnish talent for a new series of community opportunity program starting on WCKY. Talent tryouts are held in local theaters, and on the final night of the contest in each town winners are put on the air through a WCKY pickup. Olive Kackley, formerly of WLS, Chicago, where she produced home talent shows, and who recently joined WCKY, conducts the series.

* * *

For Food Lovers

GOURMETS and cookers of fancy morsels offer food suggestions and recipes as guests on Bill Rothrum's *Man With the Ladle* weekly quarter-hour on WSYR, Syracuse. The program, sponsored by a local cheese company, also features chats on sports and entertainment when the guest can converse on such subjects.

* * *

Hints and Quiz

HALF-HOUR feature combining a recipe and homehints program with the features of a personal quiz or interview-broadcast is *Kitchen Kwiz*, sponsored on WHK, Cleveland, and WADC, Akron, by Westinghouse E. & M. Co. During the first 20 minutes, Ruth LaVerne presents new wrinkles in recipes and care of household equipment. The remaining time goes for a quiz-bee.

* * *

Signs of Yuletide

SPECIAL *Christmas Party*, with everything but Christmas music and jollity excluded, was started on WORL, Boston, Nov. 24, and will be heard daily until Christmas. It is planned to present on the air all the Santas of Boston's stores and organizations.

Following Barry

PROGRESS of Barry, German shepherd "seeing eye" dog, in leading his blind master, Billy Fisher, through downtown streets of Columbia, S. C., was described via shortwave from a cruising car by officials of the State Highway Patrol and city police on a special program on WIS, Columbia. The feature was one of a current series of on-the-scene safety programs presented by Capital Motors, of Columbia.

* * *

Condemned to Success

IN A simulated court trial scene, the three high school contestants found guilty of having the most talent after being called to the stand for questioning and an exhibition are awarded merchandise on *Trial of Talent*, weekly hour sponsored on WKST, New Castle, Pa., by the Ellwood City Furniture Co. The feature extends for 13 weeks, and final winners compete for a Pennsylvania College scholarship. Popularity is judged by listener votes.

* * *

Return of the Waltz

WHN, New York, in an effort to bring back the waltz and make listeners waltz-conscious, has begun a thrice-weekly musical program, *Great Waltztime*, which ties up with the current M-G-M moving picture, *The Great Waltz*. Noted dancers and dance teams appear on the program from time to time with news about waltz steps.

* * *

Platters of the Past

CONTEST to unearth the "Oldest Record of the Week", conducted as part of Bob Evans' *Alarm Clock* program on WSPD, Toledo, pulled over 100 oldtime transcriptions within a week after it was started Nov. 14. The oldest disc so far bears a 1905 date. A weekly cash award is made for these oldest oldtimers.

* * *

Greek Letters

TIE-INS with college fraternities feature the *What's New* program sponsored on KDYL, Salt Lake City, by Firmage for Men. Each week a letter is read from a prominent Utah U. student praising a feature of Firmage service or apparel. Dave Simmons, assistant program director, writes the program.

* * *

The Public's Money

GENERAL information on the economic history of the United States is the subject of new series of programs, *American Dollars & Deficits*, on WHN, New York, conducted by the Washington Square College of New York University each week.

* * *

Oral Oratory

HARTFORD's dentists appear in the new weekly dialogue series, *Dentistry Tells the Story*, started on WTIC, Hartford, Nov. 26, to interest children in taking better care of their teeth. Prizes are offered children for best letters on subjects related to dental care.

Quickies in the Kitchen

ALL THINGS women like to hear about appear sooner or later on the *Woman's Hour*, now in its seventh year on WKRC, Cincinnati. Conducted by Ruth Lyons and Marsha Wheeler, the program is heard from 4-5 p. m. daily, and as it runs the gamut of womanly wants presents fashions, news, "kitchen quickies", household hints, interviews with visiting celebrities, "advice" columns, book reviews, chapters from a serial produced and directed by the Federal Radio Workshop chapter, music and a question box, all from the feminine angle.

* * *

Santa's Back

PERENNIAL kiddies' Christmas favorite, *Billie the Brownie*, opens its eighth season on WTMJ, Milwaukee, sponsored again by the Schuster department stores and conducted by Larry Teich. In addition to the title character, the program features Santa Claus, his reindeer and Metik, the Eskimo. The toy promotion feature climaxes shortly before Christmas with a parade.

* * *

Once Upon a Time

FAMOUS fairy tales are to be dramatized by the Federal Theatre Radio Division on MBS in a series to start Dec. 3, Saturdays, 2:30-3 p. m. First of the series will be "Aladdin and the Wonderful Lamp." Robert Lewis Shayon, of WOR, will produce the series, with each tale being taken from a different nation. Title of the series is *Once Upon a Time*.

* * *

Sweet Home

BUILDING five musical numbers on each program around their "Five Point" home-building and financing service, Capson-Bowman Realtors of Salt Lake City started *House of Melody* on KDYL, Salt Lake City, Nov. 27. The show, a weekly quarter-hour, does everything in fives — including five voices in addition to the announcer.

* * *

From Musical Comedies

MUSICAL quarter-hour of the WBIL String quartette, featuring well-known melodies from musical comedies, is *Musical Comedy Favorites*, heard Tuesdays and Thursdays on WBIL, New York.

NO SPY is Ray Gutting, of WEW, St. Louis, but merely a user of binoculars to spot latest market reports on the board of the Merchants Exchange for his thrice-daily broadcasts on WEW, which for 14 years has been supplying this service to its listeners. The present WEW schedule includes three 5-minute market broadcasts daily from the National Stock Yards, the Merchants Exchange and the Mississippi Valley Stock Yards.

Time Exchange

CALL REPORTS show a 30% decrease in "correct time" queries coming to Western Union since WSAI, Cincinnati, and the local WU office began exchanging courtesy plugs several weeks ago. W. B. Wingo, local WU superintendent, and Dewey H. Long, WSAI general manager, made an arrangement whereby WSAI plugs Western Union with each hourly time announcement and WU telephone operators answer time queries between 7 and 9 a. m. with the correct time and "Listen to WSAI, 1330 on your dial, and receive the correct time each quarter-hour".

Slighted Songs

UNRECOGNIZED tunesmiths who have failed to get songs into print are given the opportunity to be heard during Claude Sweeten's weekly half-hour *Song Search* on KFI, Los Angeles. Each week the listening audience is asked to vote on best tune presented. Along with this, Sweeten, a staff of musical judges and representatives from Davis & Schwegler, Los Angeles music publishing firm, pass on final efforts. Song chosen is published and placed on sale by the latter firm.

* * *

Inside the Mind

CASE histories of such psychic phenomena as ghosts, premonitions, mental telepathy and dreams will be dramatized on the *Mysteries of the Mind* weekly program starting Dec. 4 on WOR, Newark. A psychologist and a psychiatrist will attempt to explain the secrets of these phenomena and discuss different points of view concerning them.

* * *

Aimed at the Youngsters

PRE-YULETIDE half-hour *Under the Christmas Tree*, recently originated by WTMJ, Milwaukee, features radio adaptations of famous Christmas sketches from O. Henry, Dickens, Victor Hugo, Tennyson and others. To intensify youngster appeal, Mickey Harrington, juvenile announcer, m. c.'s the program, which is heard weekly.

* * *

Fun With Movies

SCENES from recent movies are dramatized, and the listening audience asked to identify the action on the weekly *Radio Movie Quiz*, started recently on CKCL, Toronto. Prizes are awarded for the first correct answers. The program idea is copyrighted by Associated Broadcasting Co., Toronto.

* * *

Shoppers' Forum

FRANK answers to personal questions are secured by Ed Murphy as he interviews women shoppers on a downtown corner without divulging their identities during *The Missus Takes the Mike*, thrice-weekly feature on WROK, Rockford.

* * *

Holiday Jollity

CENTERED about a mythical "Christmas Special" train, WPTF, Raleigh, is carrying *Christmas Cheer*, five-weekly musical with 100-word spot announcements for the five participating sponsors.

Prof. Quiz' Druggists

NOXZEMA CHEMICAL Co., New York, on Nov. 26 broadcast its *Professor Quiz* program with Bob Trout from the Convention Hall, Philadelphia, during the meeting of the Philadelphia Association of Retail Druggists on behalf of drug, chemical and cosmetic interests. As a special feature, participants were selected from the audience of druggists. Ruthrauff & Ryan is agency.

* * *

Tips From the Trolley

CHRISTMAS suggestions from all the downtown stores are given by a man and woman shopper on *The Trolley Shopper*, sponsored daily by the Cincinnati Retail Merchants Assn. and the Cincinnati Street Railway Co. on WCKY, Cincinnati. Posters on street cars call attention to the programs.

* * *

Seattle Queries

SPONSORED by a men's clothing store, *Knowledge Kollege*, question-answer program on KIRO, Seattle, is claimed to be drawing equal participation and interest from male and female listeners.

Free Dancing at WPEN

WPEN, Philadelphia, on Nov. 11, opened its auditorium for dancing twice weekly to the recorded music which is played on the station's program, *Night Club of the Air*, heard Tuesdays and Fridays, 10-12 midnight. A large sale of tickets at 50c apiece by mail only was reported by WPEN, which expects that the novel idea will add greatly to popularity of the program.

* * *

Prizes for the Public

IN connection with the transcribed five-weekly quarter-hour, *The People's Choice*, KXOK, St. Louis, has started a 100-word-completion contest for Bachelor & Family Laundry, with a cellophane dress bag going to every entrant and cash prizes totaling $350. The program and contest are promoted heavily with posters and newspaper space.

* * *

Voice of the Lens

ROMAN HOLIDAY for candid camera fans is *The Camera Talks*, new show started on WBBM, Chicago, by Candid Camera Corp. of America for its Perfex cameras.

Last Minute Tips

FOR THE bulletin boards of YMCA's, schools and civic institutions KIRO, Seattle, sends dittoed posters of outstanding individual programs carried by the station. KIRO recommends the medium particularly for publicizing special "eleventh hour" broadcasts.

* * *

Peeper with Pack

MAN and woman announcer with a pack transmitter and mike call at residence doors to get specific facts about members of the household on *Finding Out*, new Saturday night feature started by WDZ, Tuscola.

* * *

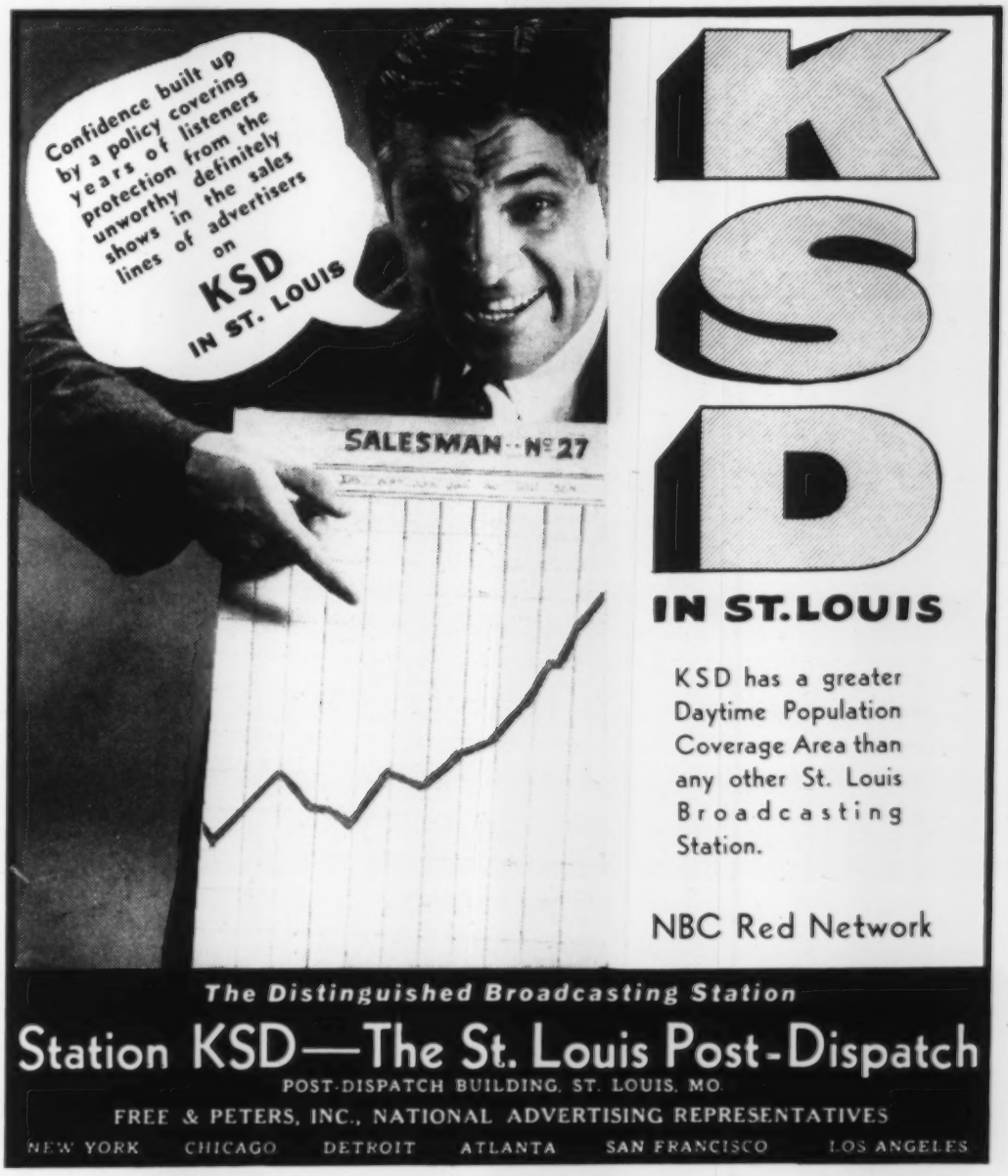
Morning Screen Gossip

EARLY morning movie gossip, *Morning Stars*, is sponsored by local K-B Clothes on WGAR, Cleveland. Jack Paar, commentator, recently started a contest idea with movie tickets as prizes.

* * *

Juridical Justice

JOSEPH GROSS, Philadelphia attorney, tries to show that law really does have a heart during his discussion of actual legal cases on *The Human Side of the Law*, new series on WFIL, Philadelphia.


Confidence built up by a policy covering years of listeners protection from the unworthy definitely shows in the sales lines of advertisers on KSD IN ST. LOUIS
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IN ST. LOUIS
KSD has a greater Daytime Population Coverage Area than any other St. Louis Broadcasting Station.
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Station KSD—The St. Louis Post-Dispatch
POST-DISPATCH BUILDING, ST. LOUIS, MO.
FREE & PETERS, INC., NATIONAL ADVERTISING REPRESENTATIVES
NEW YORK CHICAGO DETROIT ATLANTA SAN FRANCISCO LOS ANGELES

THE *Business* OF BROADCASTING

STATION ACCOUNTS

sp—studio programs
t—transcriptions
sa—spot announcements
ta—transcription announcements

WHO, Des Moines

Morton Salt Co., Chicago, 27 *sp*, thru Klau-Van Pietersom-Dunlap Associates, Milwaukee.
American Pop Corn Co., Sioux City, Ia., 13 *sp*, thru Coolidge Adv. Co., Des Moines.
Gooch Milling & Elevator Co., Lincoln, Neb., 39 *t*, thru Potts-Turnbull Co., Kansas City.
Oyster Shell Products, New Rochelle, N. Y., 50 *sa*, thru Husband & Thomas, N. Y.
Interstate Transit Lines, Omaha, 47 *sp*, thru Beaumont & Hohman, Omaha.
Coleman Lamp & Stove Co., Wichita, 29 *ta*, thru Ferry-Hanly Co., Kansas City.
Railway Express Agency, New York, 26 *sa*, thru Caples Co., N. Y.
W. A. Sheaffer Pen Co., Fort Madison, Ia., 27 *sa*, thru Russell M. Seeds Co., Chicago.

KFI, Los Angeles

Greco Canning Co., San Jose, Cal. (canned beans), 2 *sp* weekly, thru Emil Brisacher & Staff, San Francisco.
Federal Savings & Loan Institute of Cal., Los Angeles (investments), weekly *sp*, thru Elwood J. Robinson Adv. Agency, Los Angeles.
Skidoo Co., Columbus, O. (cleanser), weekly *sp*, thru Jaap-Orr Co., Cincinnati.

KNX, Hollywood

Lewis-Howe Co., St. Louis (Tums), 2 *t* weekly, thru H. W. Kastor & Sons Adv. Co,. Chicago.
Peter Paul Inc., Naugatuck (candy), 5 *sp* weekly, thru Emil Brisacher & Staff, San Francisco.
Swift & Co., Chicago (hams), 50 *sa* and *ta* weekly, thru J. Walter Thompson Co., Chicago.

WNAX, Yankton, S. D.

Bootes Hatcheries, Worthington, Minn. (poultry remedies), 3 *sa* weekly, direct.
Chicago Technical College, Chicago, 3 *sa* weekly, thru Critchfield & Co., Chicago.
McCormick Deering, Chicago (tractors), 5 *sp* weekly, direct.

WKRC, Cincinnati

Greyhound Bus Lines, Cleveland, 7 *sa*, thru Beaumont & Hohman, Cleveland.
Hudson Motor Car Co., Detroit, 12 *sa*, thru Brooke, Smith & French, Detroit.

WDBJ, Roanoke, Va.

Sheaffer Pen Co., Ft. Madison, Ia., 26 *sa*, thru Russell M. Seeds Co., Chicago.
Southern Dairies, New York (Sealtest), 65 *t*, thru McKee & Albright, Philadelphia.

WOAI, San Antonio

American Pop Corn Co., Sioux City, Ia., weekly *t*, thru Coolidge Adv. Co., Des Moines.

WSAI, Cincinnati

Socony-Vacuum Oil Co., New York, *sa* series, 1 year, thru J. Stirling Getchell, N. Y.

WSYR, Syracuse, WJTN, Jamestown, WNBX, Springfield, Vt.

Industrial Training Corp., Chicago, thru James R. Lunke & Associates, Chicago.
F. A. Stuart Co., Marshall, Mich. (proprietary), thru Benson & Dall, Chicago.
American Pop Corn Co., Sioux City, Ia., thru Coolidge Adv. Co., Des Moines.
Reid, Murdoch & Co., Chicago, thru Rogers & Smith, Chicago.
Smith Bros., Poughkeepsie, N. Y. *sa* series, thru Brown & Tarcher, N. Y.
Ex-Lax Mfg. Co., Brooklyn (proprietary), thru Joseph Katz Co., Baltimore.

WGAR, Cleveland

Remington Rand, Philadelphia (shaver), 3 *t* weekly, 4 *sa* weekly, thru BBDO, N. Y.
Smith Bros., Poughkeepsie, N. Y. (cough drops), 4 *sa* weekly, thru Brown & Tarcher, N. Y.
Standard Oil Co., Cleveland (anti-freeze), 8 *sa* weekly, thru McCann-Erickson, Cleveland.
Socony-Vacuum Oil Co., New York (anti-freeze), 3 *sa* weekly, thru J. Stirling Getchell, N. Y.
Thomas Leeming & Co., New York (Baume Bengue), 5 *sa* weekly, Wm. Esty & Co., N. Y.
Florists Telegraph Delivery Assn., 4 *sa* weekly, thru Young & Rubicam, N. Y.

WOR, Newark

Nell Vinick, New York (Drezma beauty products), 2 *sp* weekly, direct.
Bosco Co., New York (milk amplifier), 3 *sp* weekly, thru Kenyon & Eckhardt, N. Y.
Journal of Living Publications Corp., New York, 3 *sp* weekly, thru Austin & Spector Co., N. Y.
Fischer Baking Co., Newark, 3 *sp* weekly, thru Neff-Rogow, N. Y.

KPO, San Francisco

Flamingo Sales Corp., Los Angeles (nail polish), 6 *sa* weekly, thru Buchanan & Co., Los Angeles.
Bathasweet Corp., New York (Bathasweet), 3 *sp* weekly, thru H. M. Kiesewetter Adv. Agency, N. Y.

WBT, Charlotte, N. C.

Maytag, Co., Newton, Ia. (washing machines), 6 *sa* weekly, thru McCann-Erickson, Chicago.
Morton Salt Co., Chicago, 6 *sa* weekly, thru Klau-Van Pietersom-Dunlap Associates, Milwaukee.
International Harvester Co., Chicago, 6 *sa* weekly, thru Aubrey, Moore & Wallace, Chicago.
Chilean Nitrate Educ. Bureau, New York, weekly *t*, thru O'Dea, Sheldon & Canaday, N. Y.
Commercial Solvents Corp., New York (Norway Anti-freeze), 7 *sa*, weekly, thru Maxon Inc., N. Y.
Castleberry Food Products Co., Augusta, Ga., 3 *sp* weekly, thru Nachman Rhodes, Augusta.
Havatampa Cigar Co., Tampa, Fla., 7 *sa* weekly, direct.
Wm. Leeming & Co., New York (Baume Bengue), 5 *sa*, weekly, thru Wm. Esty & Co., N. Y.

KYA, San Francisco

Zerbst Pharmacal Co., St. Joseph, Mo. (proprietary), 6 *sa* weekly, thru Barrons Adv. Co., Kansas City.
Japanese Committee on Trade and Information, San Francisco (travel), weekly *sp*, thru Brewer-Weeks Agency, San Francisco.
American Pop Corn Co., Sioux City, Ia. (Jolly Time Pop Corn), weekly *sp*, thru Coolidge Adv. Co., Des Moines.

WHN, New York

Venden Brothers, Brooklyn (religious), weekly *sp*, 26 weeks, thru Gunn-Mears Adv., N. Y.
Ex-Lax Mfg. Co., Brooklyn, *ta*, 9 weeks, thru Joseph Katz Co., Baltimore.
Ford Motor Co., Detroit, daily *sa*, thru McCann-Erickson, N. Y.
Washington State Apples Inc., Wenatchee, Wash., daily *sa*, 3 weeks, thru J. Walter Thompson Co., N. Y.

WTMV, E. St. Louis, Ill.

Falstaff Brewing Corp., St. Louis, thru Gardner Adv. Co., St. Louis.
Hyde Park Breweries, St. Louis, thru Ruthrauff & Ryan, St. Louis.

Drawn for BROADCASTING by Sid Hix

"Say a Few Words for Yourself, Announcer—I'm Letting You Go Next Saturday!"

KSFO, San Francisco

General Shaver Co., New York (electric razor), 3 *sa* weekly, thru BBDO, N. Y.
Progressive Optical Co., San Francisco (eye glasses), weekly *sp*, direct.
Duart Mfg. Co., San Francisco (cosmetics), 2 *t* weekly, thru Erwin, Wasey & Co., San Francisco.
Eopa Sales Co., San Francisco (remedies), 2 *t* weekly, thru Erwin, Wasey & Co., San Francisco.
Coca Cola Bottling Co. San Francisco (Coca Cola), 5 *t* weekly, thru D'Arcy Adv. Agency, St. Louis.
S. A. Sherer, Los Angeles (loans), 2 *sa* weekly, thru Smith & Bull, Los Angeles.

KFOX, Long Beach, Cal.

Dr. Harry Davis & Associates, Los Angeles (chain optometrist), 3 *sp* weekly, thru E. A. Wesley Agency, Los Angeles.
Dr. F. E. Campbell, Los Angeles (chain dentist), 6 *sp* weekly, thru allied Adv. Agencies, Los Angeles.
Christ Institute, Oakland, Cal., (religious), weekly *sp*, direct.
Laguna Plant & Seed Co., Maywood, Cal., 3 *sp* weekly, direct.

WOV-WBIL, New York

Paton Corp., New York (Yuban coffee), 5 *sp*, weekly, 52 weeks, thru Ashley Adv. Co., N. Y.
P. Lorillard Co., New York (Old Gold), weekly *sp*, thru Lennen & Mitchell, N. Y.
R. Romano & Sons, New York (Cucamonga wine), 2 *sp* weekly, direct.
Maryland Pharmaceutical Co., Baltimore (Rem, Rel), 2 daily *sa*, thru Joseph Katz Co., Baltimore.

CFCF, Montreal

Salada Tea Co., Toronto, weekly *sp*, thru Thornton Purkis, Toronto.
McCoy Products, New York, daily *sp*, thru Neff-Rogow, N. Y.
Burnett's Ltd., Montreal, daily *sp*, thru Associated Broadcasting Co., Montreal.
Exki Perfumes, Montreal, weekly *sp*, thru Desbarats Adv. Ltd., Montreal.
Underwood-Elliott-Fisher, Toronto, weekly *sp*, thru J. J. Gibbons, Toronto.
Ogilvie Flour Mills, Winnipeg, 3 *t* weekly, thru J. J. Gibbons, Toronto.

CKNX, Wingham, Ont.

Western Foundry Co., Wingham (Maitland stoves), 3 *sp* weekly, direct.
Canada Starch Co., Montreal (Crown Brand syrup), 6 *sp* weekly, thru Vickers & Benson, Montreal.
Carter Medicine Co., New York (proprietary), 520 *ta*, thru Street & Finney, N. Y.
Ogilvie Flour Mills Co., Montreal, 52 *t*, thru J. J. Gibbons, Montreal.

CKCL, Toronto

People's Credit Jewellers, Toronto, 6 *sp* weekly, thru MacLaren Adv. Co., Toronto.
Gold Medal Products, Toronto, (tea), weekly *sp*, thru Cockfield Brown & Co., Toronto.
Rolls & Darlington, Toronto (Lymoids), 6 *sa* weekly, thru Vickers & Benson, Toronto.
Richards Glass Co., Toronto (Rolls Razors), 3 *sa* weekly, thru A. McKim Ltd., Montreal.

KSAN, San Francisco

Progressive Optical Co., Oakland (chain group), weekly *sp*, thru William Gleeson Adv. Agency, Oakland.

WMCA, New York

Ex-Lax Mfg. Co., Brooklyn, New York, weekly *ta*, thru Joseph Katz Co., Baltimore.

KFAC, Los Angeles

Pacquin Inc., New York (hand cream) 3 *sa* weekly, thru Wm. Esty & Co., N. Y.

Radio Advertisers

IMPERIAL TOBACCO SALES Co., of Canada, Montreal, will broadcast this winter the weekly games of the Alberta section of the Canadian Senior Hockey Association over CFRN, Edmonton, and CFCN, Calgary, starting about Dec. 15, with Gordon Williamson at the microphone. The account was placed through Whitehall Broadcasting Ltd., Montreal.

SARATOGA Springs Authority, Western Division, Los Angeles, (bottled water), in a four-weeks test, is sponsoring the five-weekly quarter-hour *Jones Pup*, on KFWB, Hollywood. This is the firm's first West Coast radio and was placed thru Lew Golder Agency, Hollywood.

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LANG-WORTH
planned programs

LARGEST PUBLIC DOMAIN RECORDED LIBRARY in the WORLD

LANG-WORTH FEATURE PROGRAMS
420 Madison Ave.
New York

WAVE DELIVERS LOUISVILLE AND MORE— FOR LESS!

Believe us, boys, the true, honest facts about Louisville are that 80.7% of the Trading Area's total income-tax payers, 67.8% of its food sales and 74% of its drug sales, come from *within* our own city limit. . . . WAVE gets all this in Louisville, and extends on out to include 43 other counties—which is about all you'll get from *any* medium—here, there, or *anywhere!*

An N. B. C. Outlet
National Representatives
FREE & PETERS, INC.

STATION WAVE
INCORPORATED
LOUISVILLE, KY.
1000 WATTS . . . 940 K. C.

We Stuck Out Our Necks

AND

ZOWIE!!

But we liked it

A few days ago one of our oldest and most faithful advertisers decided on a contest to test the pulling power of this station and radio. Naturally, he was entitled to know just what he was getting for his "advertising dollar", but we tried to dissuade him because we feel radio *no longer needs* a test, *and another thing this test had to be done with announcements, not programs.* So after much discussion—pro and con—the contest was agreed upon.

Each person who entered our client's store and made a purchase was given a coupon to fill out, requesting them to designate their favorite station. *NOW . . . listen to THIS! It's the result of TWO weeks testing.*

Total coupons - - 1168
WSPD preference - 781
Next station - - - 128

And out of the total of 1168 coupons given customers, 217 gave no indication of their preference.

The above test is just another outstanding proof that WSPD is the number one station in northwestern Ohio and therefore "the best buy."

WSPD
Toledo, Ohio

THE Business OF BROADCASTING

STATION ACCOUNTS

sp—studio programs
t—transcriptions
sa—spot announcements
ta—transcription announcements

WHO, Des Moines

Morton Salt Co., Chicago, 27 *sp*, thru Klau-Van Pietersom-Dunlap Associates, Milwaukee.
American Pop Corn Co., Sioux City, Ia., 13 *sp*, thru Coolidge Adv. Co., Des Moines.
Gooch Milling & Elevator Co., Lincoln, Neb., 39 *t*, thru Potts-Turnbull Co., Kansas City.
Oyster Shell Products, New Rochelle, N. Y., 50 *sa*, thru Husband & Thomas, N. Y.
Interstate Transit Lines, Omaha, 47 *sp*, thru Beaumont & Hohman, Omaha.
Coleman Lamp & Stove Co., Wichita, 29 *ta*, thru Ferry-Hanly Co., Kansas City.
Railway Express Agency, New York, 26 *sa*, thru Caples Co., N. Y.
W. A. Sheaffer Pen Co., Fort Madison, Ia., 27 *sa*, thru Russell M. Seeds Co., Chicago.

KFI, Los Angeles

Greco Canning Co., San Jose, Cal. (canned beans), 2 *sp* weekly, thru Emil Brisacher & Staff, San Francisco.
Federal Savings & Loan Institute of Cal., Los Angeles (investments), weekly *sp*, thru Elwood J. Robinson Adv. Agency, Los Angeles.
Skidoo Co., Columbus, O. (cleanser), weekly *sp*, thru Jaap-Orr Co., Cincinnati.

KNX, Hollywood

Lewis-Howe Co., St. Louis (Tums), 2 *t* weekly, thru H. W. Kastor & Sons Adv. Co,. Chicago.
Peter Paul Inc., Naugatuck (candy), 5 *sp* weekly, thru Emil Brisacher & Staff, San Francisco.
Swift & Co., Chicago (hams), 50 *sa* and *ta* weekly, thru J. Walter Thompson Co., Chicago.

WNAX, Yankton, S. D.

Bootes Hatcheries, Worthington, Minn. (poultry remedies), 3 *sa* weekly, direct.
Chicago Technical College, Chicago, 3 *sa* weekly, thru Critchfield & Co., Chicago.
McCormick Deering, Chicago (tractors), 5 *sp* weekly, direct.

WKRC, Cincinnati

Greyhound Bus Lines, Cleveland, 7 *sa*, thru Beaumont & Hohman, Cleveland.
Hudson Motor Car Co., Detroit, 12 *sa*, thru Brooke, Smith & French, Detroit.

WDBJ, Roanoke, Va.

Sheaffer Pen Co., Ft. Madison, Ia., 26 *sa*, thru Russell M. Seeds Co., Chicago.
Southern Dairies, New York (Sealtest), 65 *t*, thru McKee & Albright, Philadelphia.

WOAI, San Antonio

American Pop Corn Co., Sioux City, Ia., weekly *t*, thru Coolidge Adv. Co., Des Moines.

WSAI, Cincinnati

Socony-Vacuum Oil Co., New York, *sa* series, 1 year, thru J. Stirling Getchell, N. Y.

WSYR, Syracuse, WJTN, Jamestown, WNBX, Springfield, Vt.

Industrial Training Corp., Chicago, thru James R. Lunke & Associates, Chicago.
F. A. Stuart Co., Marshall, Mich. (proprietary), thru Benson & Dall, Chicago.
American Pop Corn Co., Sioux City, Ia., thru Coolidge Adv. Co., Des Moines.
Reid, Murdoch & Co., Chicago, thru Rogers & Smith, Chicago.
Smith Bros., Poughkeepsie, N. Y. *sa* series, thru Brown & Tarcher, N. Y.
Ex-Lax Mfg. Co., Brooklyn (proprietary), thru Joseph Katz Co., Baltimore.

WGAR, Cleveland

Remington Rand, Philadelphia (shaver), 3 *t* weekly, 4 *sa* weekly, thru BBDO, N. Y.
Smith Bros., Poughkeepsie, N. Y. (cough drops), 4 *sa* weekly, thru Brown & Tarcher, N. Y.
Standard Oil Co., Cleveland (antifreeze), 8 *sa* weekly, thru McCann-Erickson, Cleveland.
Socony-Vacuum Oil Co., New York (anti-freeze), 3 *sa* weekly, thru J. Stirling Getchell, N. Y.
Thomas Leeming & Co., New York (Baume Bengue), 5 *sa* weekly, Wm. Esty & Co., N. Y.
Florists Telegraph Delivery Assn., 4 *sa* weekly, thru Young & Rubicam, N. Y.

WOR, Newark

Nell Vinick, New York (Drezma beauty products), 2 *sp* weekly, direct.
Bosco Co., New York (milk amplifier), 3 *sp* weekly, thru Kenyon & Eckhardt, N. Y.
Journal of Living Publications Corp., New York, 3 *sp* weekly, thru Austin & Spector Co., N. Y.
Fischer Baking Co., Newark, 3 *sp* weekly, thru Neff-Rogow, N. Y.

KPO, San Francisco

Flamingo Sales Corp., Los Angeles (nail polish), 6 *sa* weekly, thru Buchanan & Co., Los Angeles.
Bathasweet Corp., New York (Bathasweet), 3 *sp* weekly, thru H. M. Kiesewetter Adv. Agency, N. Y.

WBT, Charlotte, N. C.

Maytag, Co., Newton, Ia. (washing machines), 6 *sa* weekly, thru McCann-Erickson, Chicago.
Morton Salt Co., Chicago, 6 *sa* weekly, thru Klau-Van Pietersom-Dunlap Associates, Milwaukee.
International Harvester Co., Chicago, 6 *sa* weekly, thru Aubrey, Moore & Wallace, Chicago.
Chilean Nitrate Educ. Bureau, New York, weekly *t*, thru O'Dea, Sheldon & Canaday, N. Y.
Commercial Solvents Corp., New York (Norway Anti-freeze), 7 *sa*, weekly, thru Maxon Inc., N. Y.
Castleberry Food Products Co., Augusta, Ga., 3 *sp* weekly, thru Nachman Rhodes, Augusta.
Havatampa Cigar Co., Tampa, Fla., 7 *sa* weekly, direct.
Wm. Leeming & Co., New York (Baume Bengue), 5 *sa*, weekly, thru Wm. Esty & Co., N. Y.

KYA, San Francisco

Zerbst Pharmacal Co., St. Joseph, Mo. (proprietary), 6 *sa* weekly, thru Barrons Adv. Co., Kansas City.
Japanese Committee on Trade and Information, San Francisco (travel), weekly *sp*, thru Brewer-Weeks Agency, San Francisco.
American Pop Corn Co., Sioux City, Ia. (Jolly Time Pop Corn), weekly *sp*, thru Coolidge Adv. Co., Des Moines.

WHN, New York

Venden Brothers, Brooklyn (religious), weekly *sp*, 26 weeks, thru Gunn-Mears Adv., N. Y.
Ex-Lax Mfg. Co., Brooklyn, *ta*, 9 weeks, thru Joseph Katz Co., Baltimore.
Ford Motor Co., Detroit, daily *sa*, thru McCann-Erickson, N. Y.
Washington State Apples Inc., Wenatchee, Wash., daily *sa*, 3 weeks, thru J. Walter Thompson Co., N. Y.

WTMV, E. St. Louis, Ill.

Falstaff Brewing Corp., St. Louis, thru Gardner Adv. Co., St. Louis.
Hyde Park Breweries, St. Louis, thru Ruthrauff & Ryan, St. Louis.

Drawn for BROADCASTING by Sid Hix

"Say a Few Words for Yourself, Announcer—I'm Letting You Go Next Saturday!"

KSFO, San Francisco

General Shaver Co., New York (electric razor), 3 *sa* weekly, thru BBDO, N. Y.
Progressive Optical Co., San Francisco (eye glasses), weekly *sp*, direct.
Duart Mfg. Co., San Francisco (cosmetics), 2 *t* weekly, thru Erwin, Wasey & Co., San Francisco.
Eopa Sales Co., San Francisco (remedies), 2 *t* weekly, thru Erwin, Wasey & Co., San Francisco.
Coca Cola Bottling Co. San Francisco (Coca Cola), 5 *t* weekly, thru D'Arcy Adv. Agency, St. Louis.
S. A. Sherer, Los Angeles (loans), 2 *sa* weekly, thru Smith & Bull, Los Angeles.

KFOX, Long Beach, Cal.

Dr. Harry Davis & Associates, Los Angeles (chain optometrist), 3 *sp* weekly, thru E. A. Wesley Agency, Los Angeles.
Dr. F. E. Campbell, Los Angeles (chain dentist), 6 *sp* weekly, thru allied Adv. Agencies, Los Angeles.
Christ Institute, Oakland, Cal., (religious), weekly *sp*, direct.
Laguna Plant & Seed Co., Maywood, Cal., 3 *sp* weekly, direct.

WOV-WBIL, New York

Paton Corp., New York (Yuban coffee), 5 *sp*, weekly, 52 weeks, thru Ashley Adv. Co., N. Y.
P. Lorillard Co., New York (Old Gold), weekly *sp*, thru Lennen & Mitchell, N. Y.
R. Romano & Sons, New York (Cucamonga wine), 2 *sp* weekly, direct.
Maryland Pharmaceutical Co., Baltimore (Rem, Rel), 2 daily *sa*, thru Joseph Katz Co., Baltimore.

CFCF, Montreal

Salada Tea Co., Toronto, weekly *sp*, thru Thornton Purkis, Toronto.
McCoy Products, New York, daily *sp*, thru Neff-Rogow, N. Y.
Burnett's Ltd., Montreal, daily *sp*, thru Associated Broadcasting Co., Montreal.
Exki Perfumes, Montreal, weekly *sp*, thru Desbarats Adv. Ltd., Montreal.
Underwood-Elliott-Fisher, Toronto, weekly *sp*, thru J. J. Gibbons, Toronto.
Ogilvie Flour Mills, Winnipeg, 3 *t* weekly, thru J. J. Gibbons, Toronto.

CKNX, Wingham, Ont.

Western Foundry Co., Wingham (Maitland stoves), 3 *sp* weekly, direct.
Canada Starch Co., Montreal (Crown Brand syrup), 6 *sp* weekly, thru Vickers & Benson, Montreal.
Carter Medicine Co., New York (proprietary), 520 *ta*, thru Street & Finney, N. Y.
Ogilvie Flour Mills Co., Montreal, 52 *t*, thru J. J. Gibbons, Montreal.

CKCL, Toronto

People's Credit Jewellers, Toronto, 6 *sp* weekly, thru MacLaren Adv. Co., Toronto.
Gold Medal Products, Toronto, (tea), weekly *sp*, thru Cockfield Brown & Co., Toronto.
Rolls & Darlington, Toronto (Lymoids), 6 *sa* weekly, thru Vickers & Benson, Toronto.
Richards Glass Co., Toronto (Rolls Razors), 3 *sa* weekly, thru A. McKim Ltd., Montreal.

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AND

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WSPD
Toledo, Ohio

WBNX NEW YORK

Speaks the Language
Plays the Music
Sings the Songs of
Metropolitan New York's
Foreign Residents and
Tells them WHAT *and*
WHERE TO BUY

1000 WATTS DAY AND NIGHT

The Station that Speaks Your Language

CRAZY WATERS Co., of Canada, Toronto (proprietary), has started a 52-time quarter-hour transcription series twice a week over CFRB, Toronto, and three times weekly over CFPL, London, Ont.; CFCO, Chatham, Ont.; CKNX, Wingham, Ont.; CKCH, Hull, Que.; CKCV, Quebec, CKMO, Vancouver; CFAR, Flin Flon, Man.; CKBI, Prince Albert, Sask.; CFRN, Edmonton; CFCN, Calgary; CHLT, Sherbrooke, Que.; CHLN, Three Rivers, Que.; CFLC, Prescott, Ont.; CKCR, Kitchener, Ont.; CHNC, New Carlisle, Que.; CKWK, Chilliwack, B. C. Grow & Pitcher Broadcasting Agencies, Toronto, placed the transcriptions.

R. B. STORES, Chicago men's wear, has had to open women's departments in both of its establishments as a result of its morning *Willie Winn* program over WAAF, which carries a daily selection of race track winners. Program is now being made available on transcriptions by Willie Winn Enterprises, Chicago.

Anything to Help

FOR SOME time during the sustaining *NBC Breakfast Club*, m. c. Don McNeill has been kidding about the need for a sponsor, the lack of commercials on the show. Letter came from Mona, Wyo., the other day reading in part, "I don't suppose the pay for a sponsor is very high or you would have found one by now, what with this unemployment and all. But it would beat nothing, I bet. Please let me know what my duties would be and what the sponsor pay is."

GOOD HUMOUR Food Products, Toronto (cereal and bread), has started on CKCL, Toronto, a children's quiz program from a Toronto theatre Saturday afternoons. The account was handled by Metropolitan Broadcasting Service, Toronto.

REMINGTON-RAND, Buffalo (General Shaver), is sponsoring *Herald-Traveler News* on WEEI, Boston, Wednesdays and Fridays, 7:45 a. m., and 100-word announcements at 6 p. m.

KRAUSE Co., New Orleans department store, has started *Adventures of Frank Farrell*, heard five times weekly, on WDSU, New Orleans, for Weatherbird Shoes. The show, built around a background of high school athletics, was transcribed by Russell C. Comer Co., Kansas City.

STATLER HOTEL, Cleveland, is sponsoring a half-hour evening show, *Hello World*, plugging the hotel's services weekly on WGAR, Cleveland, with a hotel telephone operator as announcer handling phone calls requiring explanation of guest facilities.

Weil Is Named by IRS To Head Chicago Office

RALPH WEIL, commercial manager of WISN, Hearst station in Milwaukee, for a number of years, has been appointed head of the Chicago office of International Radio Sales, Hearst station representative organization, effective Nov. 28. He fills the vacancy left by the resignation last month of Naylor Rogers. His successor at WISN has not been named. Appointment of Mr. Weil to this post represents a change of policy in IRS, whose original plan had been to handle the Chicago office as a branch of the organization's New York headquarters, with Loren Watson, New York manager, dividing his time between the two cities.

A LITTLE MORE SOUR NOTES, ZENOPHER!

Fargo's "home talent" may sound like anarchy to YOUR ears, but — good or bad — it kinda slays our WDAY listeners! In fact, our genius for turning low-cost, homespun talent into paying entertainment is really boosting sales for some big-name advertisers!

If you're interested in making some money in the Red River Valley — and saving some, too — just call in our home-town boys and girls! Want our inventory?

WDAY, INC.

N. B. C.

Affiliated with the Fargo Forum

FREE and PETERS, INC. NATIONAL REPRESENTATIVES

FARGO N. D.

940 KILOCYCLES
5000 WATTS DAY
1000 WATTS NIGHT

TRANSCRIBED PROGRAMS

For the Low Budget Account

Programs of proven ability that have established audience acceptance at a cost that must prove profitable.

Send for complete Catalogue

CHARLES MICHELSON

545 FIFTH AVENUE NEW YORK

AGENCY *Appointments*

PIEL BROS. Brewery, Brooklyn, New York, to Sherman K. Ellis Adv., N. Y.

SWEETS Co. of America, New York (Tootsie candy), to Biow Co., N. Y.

EYE-GENE Co., Chicago (eyedrops), to Morgan Reichner & Co., N. Y.

HELENA RUBENSTEIN, New York, to Pettingell & Fenton, N. Y.

VOGUE MFG. Co., Newark (foundation garments), to Joseph Katz Co., New York.

GENERAL SHOE CORP., Nashville, to J. Walter Thompson Co., N. Y.

AMERICAN SALES BOOK Co., Niagara Falls, to BBDO, Buffalo.

MILES LABORATORIES, Elkhart, Ind. (Alka-Seltzer), to H. N. Elterich, New York, to handle promotion and advertising in Africa and Far-East for 1939.

PAUL R. DILLON & Co., New York (Hanford's Butter), to White-Lowell Co., N. Y.

McCORMICKS Ltd., London, Ont. (biscuits), to McConnell, Eastman, London and Toronto.

FEDERATED PURCHASER Co., New York (radio equipment), to H. A. Marsh Adv. Agency, N. Y.

PILSNER URQUELL Importing Co., New York (imported beer), to Rose-Martin Co., N. Y.

PINE TREE PRODUCTS Co., Newport, New Hampshire (Pine Tree soap), to H. B. LeQuatte, N. Y.

MORRIS PLAN INDUSTRIAL Bank of New York, New York, to Griffes & Bell, N. Y.

ROCHELLE CHEMICAL Co., New Rochelle, New York (Footex), to Halpern Adv. Agency, N. Y.

GUNTHER BREWING Co., Baltimore (beer and ale), radio to Ruthrauff & Ryan, N. Y.

THOMAS COOK & SON-Wagon-Lits, New York (travel), on Jan. 1, to Newell-Emmett Co., N. Y.

COAST FISHING Co., Wilmington, Cal. (Puss 'n' Boots cat food, Balto Dog food), to Dan B. Miner Co., Los Angeles.

HAWAIIAN PINEAPPLE Co., San Francisco (Dole pineapple), radio to Young & Rubicam, with new broadcast plans to be announced shortly. N. W. Ayer & Son will continue to handle the firm's advertising in media other than radio.

JOSEPH HERSHEY McGILLVRA has been appointed national sales representative for KJBS, San Francisco, effective immediately, and for KQW, San Jose, effective Jan. 2, 1939.

Reps

JOHN P. NELL, formerly of the sales promotion department of WOR, Newark, has been appointed New York representative for the station's Chicago office to be in charge of programs contracted by that office.

C. M. BRES, of Eagle Pass, Texas, owner of XEPN, Piedras Negras, and XELO, Tia Juana, Mexico, having taken over active management, has appointed John R. Griggs commercial manager with headquarters in the San Diego (Cal.) Trust & Savings Bldg. Mr. Griggs succeeds W. E. Branch, resigned. William C. Wise with offices at 117 W. Ninth St., Los Angeles, has been appointed Southern California representative.

LINDSEY SPIGHT, Pacific Coast manager of John Blair & Co., recently was elected president of the Northern California Oregon State Alumni Assn.

E. I. HEATON has resigned from the Chicago office of International Radio Sales. He has not announced future plans.

ROBERT WOOD, of the sales staff of WOR, Newark, has been transferred to the sales staff of the station's Chicago office, his territory to include Minneapolis-St. Paul, Kansas City, Milwaukee and Chicago.

Agencies

DIANA BOURBON, Hollywood production director of Ward Wheelock Co., will be transferred to New York to produce the weekly CBS *Campbell Playhouse* with Orson Welles, which starts Dec. 9, 6-7 p. m. (PST), under sponsorship of Campbell Soup Co. Miss Bourbon at present produces the CBS *Hollywood Hotel* which is to be discontinued following the Dec. 2 broadcast. She also maintains production contact on the NBC *Amos 'n' Andy* series. Both are sponsored by Campbell Soup. She is to return to Hollywood to produce the Dec. 23 CBS broadcast of Charles Dickens' Christmas Carol, with Lionel Barrymore as Scrooge, annually sponsored by the soup firm. Ward Wheelock Co. will continue to maintain Hollywood offices, with Mary Garvin, assistant to Miss Bourbon in charge as manager.

TOM BRENEMAN, CBS program director in San Francisco and previous to that with CBS in Hollywood, recently resigned to join Long Adv. Service, San Francisco. He was succeeded at CBS by Van Fleming, who had resigned from NBC to join Emil Brisacher & Staff.

PHIL CARTER has been named head of the radio service department of Blackett-Sample-Hummert, Chicago, and Bob Etienne has been transferred from the agency's estimating to the radio service department.

HARMON NELSON Jr., Hollywood talent buyer, has joined the New York staff of Young & Rubicam.

PETERSEN KURTZER, formerly of Blackett-Sample-Hummert Inc., Chicago, has joined the radio department of H. W. Kastor & Sons Adv. Co., that city.

E. T. MORRIS, account executive of Meldrum & Fewsmith, Cleveland, has been named vice-president of that agency. Connected with the Cleveland firm for more than six years, Mr. Morris was formerly manager of tire advertising for Goodrich, and now serves the Willard Battery and Seiberling Tire accounts.

RENZO CESANA, formerly of James Houlihan, San Francisco agency, recently formed his own agency with offices in the Monadnock Bldg., San Francisco, and operating under the firm name of Cesana & Associates Ltd. Carl W. Pierce has been named radio director.

ROY SHULTS, on Nov. 14, resigned as media director for Joseph Katz Co., Baltimore.

C. L. WHITTIER, vice-president of Young & Rubicam, New York, wrote a dramatic skit, *Gone With the Wind*, performed by NBC artists at the regional meeting for New York members of the American Association of Advertising Agencies, held Nov. 17 at the Roosevelt Hotel, New York.

BUCHANAN & Co., has established Hollywood offices at 1680 N. Vine St. for script writers and Bill Bacher, producer of the CBS *Texaco Star Theatre*, sponsored by Texas Co. Agency maintains West Coast offices at 1709 W. 8th St., Los Angeles, with Fred M. Jordan, vice-president, in charge. He also supervises the Hollywood offices.

LAWRENCE B. EPSTEIN has formed the Lawrence Esmond Adv. Corp., at 285 Madison Ave., New York, to handle newspaper and radio advertising. Mr. Epstein is president and radio director.

LARRY TRIGGS, former radio director of Charles Daniel Frey Co., Chicago, and more recently copy director of that agency, has joined the copy department of Ruthrauff & Ryan Inc., that city.

Juneau's Agency

CLARENCE B. JUNEAU, for the past 15 years in radio and well-known on the Pacific Coast, has established a general advertising agency at 214 S. Vermont Ave., Los Angeles, under firm name of Clarence B. Juneau Agencies Inc. He will personally supervise radio activities. Mr. Juneau was manager of KYA, San Francisco, for the past year, and at one time managed KEHE, Los Angeles, both owned and operated by Hearst Radio Inc.

Mr. Juneau

BERNARD WEINBERG, executive of Milton Weinberg Adv. Co., Los Angeles, married Effie Marjorie Stein of Beverly Hills, Cal., Nov. 20.

A. CARMAN SMITH, president of Smith & Drum, after three weeks in New York, has returned to Los Angeles.

C. CHURCH MORE and Elliott B. Hensel, well known in west coast radio and advertising, have formed their own agency under the firm name of C. Church More & Co., with offices at 117 W. Ninth St., Los Angeles. Mr. More will direct radio activities.

LEE ANDERSON ADV. Co., Detroit agency, has re-established west coast offices at 1151 S. Broadway, Los Angeles, with T. Beverly Keim as manager. The firm services the Chrysler division of Chrysler Corp.

BERT BUTTERWORTH Agency, Los Angeles, has moved to new offices at 1622 N. Highland Ave., Hollywood.

GROW & PITCHER Broadcasting Agencies, Toronto, announces the introduction of a complete French department to translate English commercials and programs, and originate new ideas with complete French commercial tie-ins. It will be the only service of its kind in Canada, outside Montreal, the agency states, and of value to advertisers who find difficulty in getting their message across to French-speaking Canadians throughout the Dominion. Claudine Leduc will be in charge.

HAL E. JAMES, program manager in the radio department of Compton Adv., New York, and Miss Florence K. Sperl, casting director of radio of the same company, on Nov. 24 were married and have gone to Puerto Rico for two weeks.

CARL STANTON, Lord & Thomas, Hollywood producer, and his production aide, Mickey Lusk, have returned to Hollywood from Denver where they produced *Colorado's Hour*, for 16 weeks under sponsorship of Colorado Chain Store Assn. Stanton has been assigned as assistant to Tom McAvity, Lord & Thomas Hollywood manager in producing the weekly NBC *Bob Hope Show*.

DECEMBER 11

WLBZ - GOES - NBC

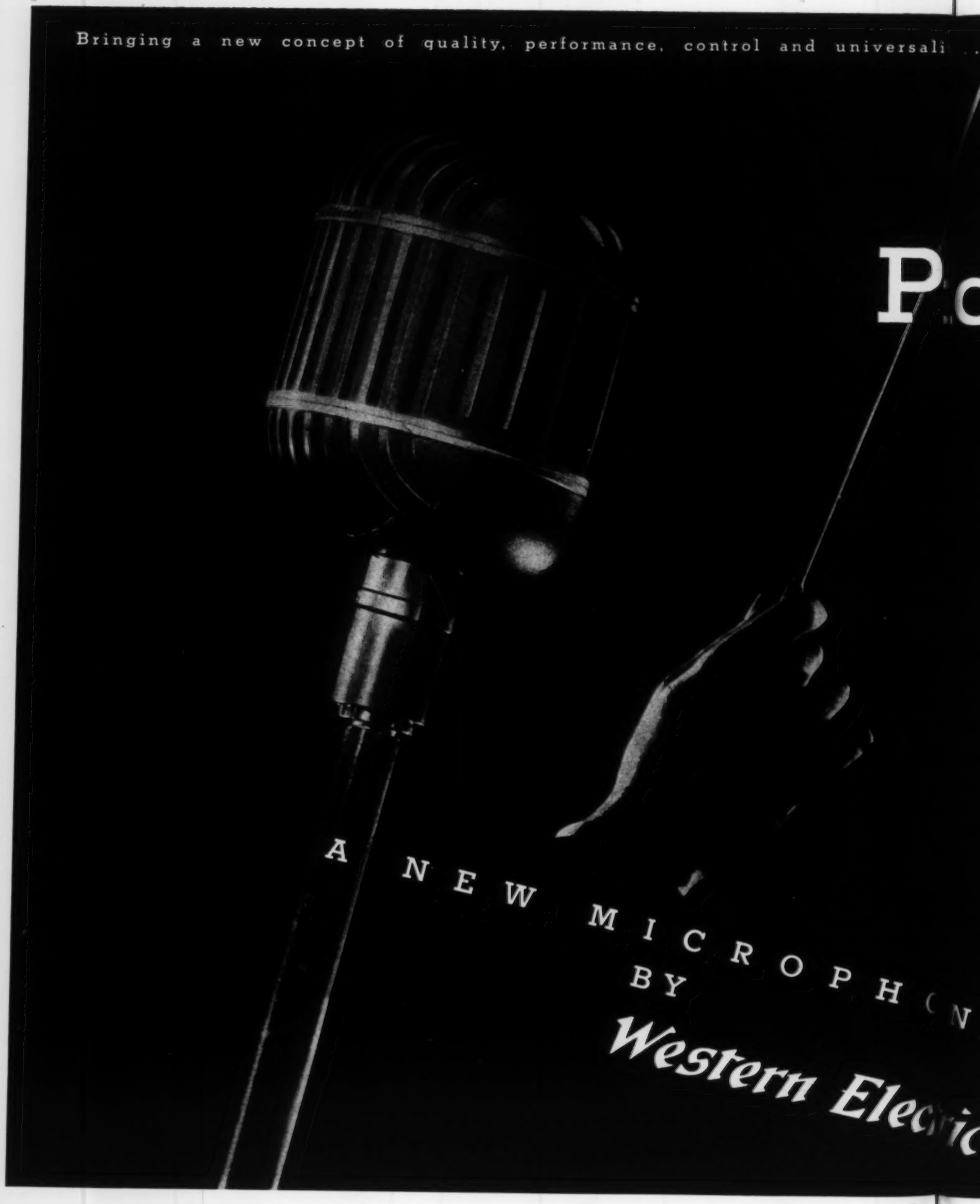
AS USUAL

FOR BEST RESULTS USE

"The Maine Station for Maine People"

Thompson L. Guernsey, Managing Director

Bringing a new concept of quality, performance, control and universali



P

A NEW MICROPHON

BY

Western Electric

Pick-up Control you never dreamed of!

It's the answer to a sound-transmission engineer's prayer! —Western Electric's new Cardioid Directional—the microphone that gives you pick-up control never approached by even the best dynamic or ribbon mikes!

The key to this control is cardioid directivity—for all ranges from the lowest bass to the highest overtone. Bell Telephone Laboratories achieved this by combining dynamic and ribbon units in one mike and electrically equalizing and combining their outputs.

In addition to this realization of true cardioid pick-up, a 3-way switch enables you to use either unit independently. This makes the 639A either a dynamic or a ribbon mike at your will. One way or another, it can handle *any* situation!

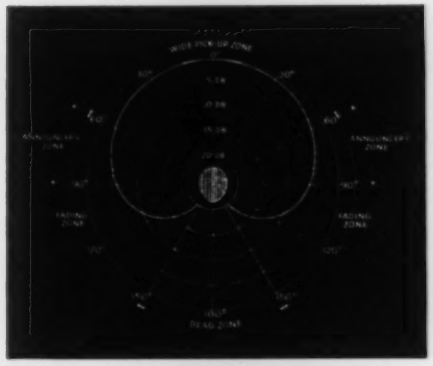
Small, sturdy, beautifully streamlined, the 639A is interchangeable with the 8-Ball and Salt-Shaker on stands using the 442A Jack. It greatly simplifies pick-up technique—assures balance, clarity and fidelity of pick-up that will give you a new conception of what broadcast quality can now be!

For booklet giving full details, write to Graybar. Better still, order one mike—put it "over the jumps"—and tell us how many more you want!

Distributed by Graybar Electric Company

DISTRIBUTORS:

Graybar Electric Co., Graybar Building, New York. ***In Canada and Newfoundland:*** **Northern Electric Co., Ltd.** ***In other countries:*** **International Standard Electric Corp.**



1. Cardioid directional response of 639A.

2. Showing isopics, or lines of equal pick-up.

3. 120° pick-up angle lessens need for tilting.

4. No feedback from rear of playhouse.

5. Ideal for dividing stage and audience.

Sidelights on Radio's Infancy

(*Continued from page 22*)

great to make any system of voluntary public subscription sufficiently secure to justify large financial commitments or the creation of an administrative and collection organization necessary to deal with the general public.

"Therefore, if I am correct in assuming that such a foundation is insecure over a period of time, the super-structure built on such a foundation is perforce equally weak.

"For these reasons I am led to the conclusion that the cost of broadcasting must be borne by those who derive profits directly or indirectly from the business resulting from radio broadcasting. This means the manufacturer, the national distributor, (The Radio Corporation of America), the wholesale distributor, the retail dealer, the licensee and others associated in one way or another with the business.

After the Novelty Wears Off

"As to No. 2. When the novelty of radio will have worn off and the public no longer interested in the means by which it is able to receive but rather in the substance and quality of the material received, I think that the task of reasonably meeting the public's expectations and desires will be greater than any so far tackled by any newspaper, theatre, opera or other public information or entertainment agency. The newspaper, after all, caters to a limited list of subscribers. The theatre presents its production to a literal handful of people, but the broadcasting station will ultimately be required to entertain a nation. No such audience has ever before graced the effort of even the most celebrated artist or the greatest orator produced by the Ages.

"Because of these reasons, I am of the opinion that neither the General Electric Co., the Westinghouse Co., nor the Radio Corporation would in the long run do justice to themselves or render satisfaction to the public if they undertook this tremendous job.

"The service to be rendered distinctly calls for a specialized organization with a competent staff capable of meeting the necessities of the situation.

Plan of Organization

"With the foregoing in mind, I have attempted to arrive at a solution of both problems No. 1 and No. 2, which, while not completely answering all of the questions which may fairly be raised, at the same time provides, I think, a structure capable of expansion in accordance with the development of the art and business and if subject to objections, at least not to these recited in the preliminary paragraphs of this letter.

"The plan I have in mind and one which I respectfully suggest for your consideration and discussion at the first meeting of the broadcasting committee is as follows:

"Let us organize a separate and distinct company, to be known as the Public Service Broadcasting Co., or National Radio Broadcasting Co. or American Radio Broadcasting Co., or some similar name.

"This company to be controlled by the Radio Corporation of America, but its board of directors and officers to include members of the General Electric Co., Westinghouse Electric Co., and possibly also a few from the outside prominent in national and civic affairs. The administrative and operating staff of this company to be composed of those considered best qualified to do the broadcasting job.

"Such company to acquire the existing broadcasting stations of the Westinghouse Co., General Electric Co., as well as the three stations to be erected by the Radio Corporation; to operate such stations and build such additional broadcasting stations as may be determined upon in the future.

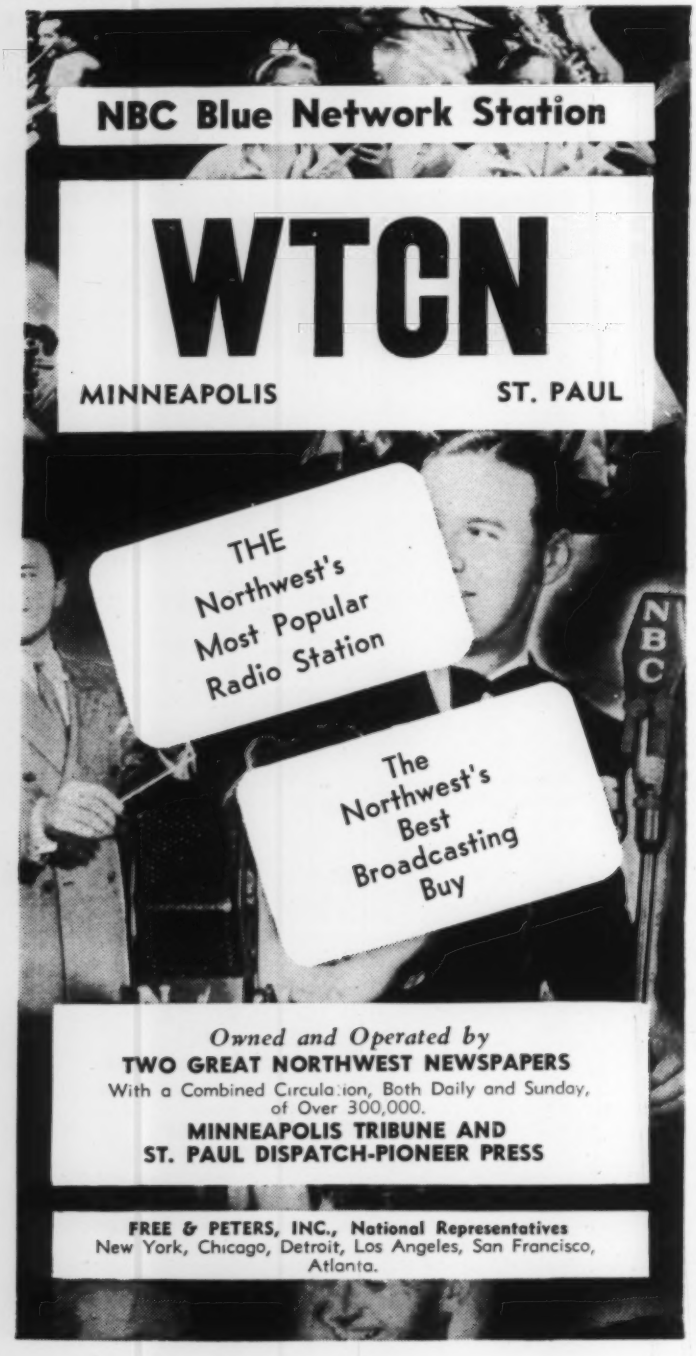
"Since the proposed company is to pay the cost of broadcasting as well as the cost of its own administrative operations, it is, of course, necessary to provide it with a source of income sufficient to defray all of its expenses.

"As a means for providing such income, I tentatively suggest that the Radio Corporation pay over to the broadcasting company, 2% of its gross radio sales, that the General Electric and Westinghouse companies do likewise and that our proposed licensees be required to do the same.

"Assuming, for example, that gross radio sales effected by the Radio Corporation for the year 1923, amount to $20,000,000, which would represent roughly $14,000,000 in billing prices for such devices made by the General Electric and Westinghouse Companies and, assuming further, that the gross volume of our proposed licensees' business for the year will be $5,000,000 the contributions to the broadcasting company for the year would be as follows: By the Radio Corporation of America—2% on $20,000,000 would equal $400,000; by the General Electric Company—2% on 60% of $14,000,000 would equal $168,000; by the Westinghouse Company—2% on 40% of $14,000,000 would equal $112,000; by licenses—2% on $5,000,000, $100,000; total $780,000.

A Modest Start

"While the total of $780,000 may be regarded as inadequate to defray the whole of the expense of the broadcasting company, yet, I think it should be sufficient to provide for a modest beginning. Once the structure is created opportunities for providing additional sources of income to increase the "pot" will present themselves. For example, if the business expands, the income grows proportionately. Also, we may find it practicable to require our wholesale distributors to pay over to the broadcasting company a reasonable percentage of their gross radio sales for it will be to their interest to support broadcasting. It is conceivable


NBC Blue Network Station
WTCN
MINNEAPOLIS
ST. PAUL
THE Northwest's Most Popular Radio Station
The Northwest's Best Broadcasting Buy
NBC
Owned and Operated by
TWO GREAT NORTHWEST NEWSPAPERS
With a Combined Circulation, Both Daily and Sunday, of Over 300,000.
MINNEAPOLIS TRIBUNE AND
ST. PAUL DISPATCH-PIONEER PRESS
FREE & PETERS, INC., National Representatives
New York, Chicago, Detroit, Los Angeles, San Francisco, Atlanta.

that the same principle may even be extended in time to the dealers.

The broadcasting company may also find it desirable and remunerative to publish a radio magazine of national scope, which can be made to provide a source of income through its subscriptions and advertising columns. (In this, *Wireless Age* can be put into the 'pot'.)

"Since the broadcasting company is to be organized on the basis of rendering a public service commensurate with its financial ability to do so it is conceivable that plans may be devised by it whereby it will receive public support and, in fact, there may even appear on the horizon a public benefactor, who will be willing to contribute a large sum in the form of an endowment. It will be noted that these additional possibilities of income are merely regarded as "possibilities" and do not in themselves form the foundation upon which the broadcasting company is to operate.

"Once the broadcasting company is established as a public service and the general public educated to the idea that the sole function of the company is to provide the public with a service as good and extensive as its total income permits, I feel that with suitable publicity activities, such a company will ultimately be regarded as a public institution of great value in the same sense that a library, for example, is regarded today.

Public Benefactor

"Mention of a library institution brings to mind the thought that great as is the public benefactor who endows a library for the purpose of educating the general public, the person who in the future may endow a broadcasting station or a broadcasting service will be a still greater public benefactor because of the many advantages which a broadcasting service offers to all classes of people, not only in the matter of education, but also in entertainment and health services, etc. Important as the library is, it can only provide the written word and at that, it is necessary for people to go to the library in order to avail themselves of its service, whereas in broadcasting the spoken word is projected into the home where all classes of people may remain and listen.

"This letter is already longer than I had intended it to be and I shall, therefore, omit a number of other possibilities for increasing the revenue of the proposed broadcasting company and shall also refrain at this time from entering into a discussion of its operating details, the manner by which it may acquire the existing broadcasting stations, etc., etc., but I hope that I have indicated sufficient of the fundamental principles involved in this proposal to have made clear the basic plan.

"If the foregoing suggestions appeal to you as worthy of further consideration, I shall be very glad to discuss the matter in detail at our meeting.

"I am sending a copy of this letter to Mr. E. M. Herr, President of the Westinghouse Electric & Manufacturing Company.

"Respectfully yours,

"DAVID SARNOFF,
"General Manager."

Excerpt from a general memorandum on radio broadcasting activities by David Sarnoff, dated April 5, 1923:

"*First*, as to broadcasting. I believe that every home in the United States and other civilized countries of the world, constitutes a potential market for a radio receiver of one kind or another. Instruments are being perfected and the costs consistently reduced.

"I can see the day when even the crowded homes of the slums or ghettos will have some kind of a radio receiver which will enable them to 'listen-in' on broadcasting stations without expense, and for the first time in their lives, pluck from out the air, not only oxygen necessary to keep their bodies alive, but education, entertainment and culture which will keep their minds alive, fresh and happy. Think of broadcasting grand opera from the Metropolitan, for example, so that these unfortunate and unhappy people might sit in their homes and enjoy its benefits.

"This brings me to another possibility in broadcasting which I think reasonable to believe.

"With the improvement in the character of the programs rendered, I feel radio broadcasting will make of us a nation of music lovers. I think soon when the President of the United States delivers a public address, millions of homes which will be equipped with radio devices, will be able to listen to the Executive's voice while he is speaking and if the *Star Spangled Banner* should be played where the President is speaking, tens of millions within the homes will rise to its strain.

"Radio then, will do more than annihilate space, it will unite the Nation and ultimately, I believe, the world.

"*Second.* Now as to radio's application to moving vehicles.

"I believe that in time everything which moves or floats will be equipped with a radio instrument. This applies to the airplane, the railroad, steamship, motor-boat, automobile and other vehicles.

"*Third.* I believe that television, which is the technical name for seeing instead of hearing by radio, will come to pass in due course. Already, pictures have been sent across the Atlantic by radio. Experimental, of course, but it points the way to future possibilities. It is not too much to expect that in the near future when news is telegraphed by radio—say to the United States, of important events in Europe, South America or the Orient, that a picture of the event will likewise be sent by radio and both arrive here simultaneously, thus it may well be expected that radio development will provide a situation whereby we will be able to actually see as well as read in New York, within an hour or so, the event taking place in London, Buenos Aires or Tokio.

"I also believe that transmission and reception of motion pictures by radio will be worked out within the next decade. This would result in important events or interesting dramatic presentations being literally broadcast by radio through the use of appropriate transmitters and, thereafter, received in individual homes or auditoriums where the original scene will be re-enacted on a screen, with much the appearance of present day motion pictures. This re-enactment may, of course, be accompanied by music or speech of the original performance, thus conveying the impressions of sight and sound simultaneously to the broadcast listener and observer.

"The problem is technically similar to that of radio telephony though of more complicated nature; but, within the range of technical achievement. Therefore, it may be that every broadcast receiver for home use in the future, will also be equipped with a television adjunct by which the instrument will make it possible for those at home to see as well as hear what is going on at the broadcast station.

"Broadcasting is moving further and further away from a multitude of small and comparatively cheap stations serving limited areas with material largely of local interest. The trend of the future will be, no doubt, the consolidation of such stations into larger and more powerful stations sending out programs of greater variety and significance and of finer artistic quality to ever larger audiences.

"Voice of a Nation"

"The day will come when two or three and possibly one station of national scope may serve an entire country and its voice will reach every city, town, village and hamlet within the country. It will also be heard in neighboring nations and in the extreme case in the very Antipodes. Such international stations will send out simultaneously a variety of programs on different wavelengths to satisfy all individual tastes.

"Here, for the first time, we will have in concrete form, 'the voice of a nation' speaking audibly to the entire world as well as to its own citizens. If political developments keep pace with scientific advances, we may even hear the voice of the world expressed by a huge broadcasting station speaking for a future league of all nations; and the mandates of a world court or the messages of a league council may be sent to the utmost confines of the earth in a trifling fraction of a second and reach everyone everywhere.

"While it is, of course, impracticable to put an exact date on the time when the developments above referred to may be expected to translate themselves into actual everyday use, it is my opinion that in a radio sense they are almost around the corner and can be expected to materialize some time between the present and the next five or ten years."

DAVID SARNOFF, president of RCA, on Jan. 17, will receive the 1938 gold medal award of achievement from the Poor Richard Club of Philadelphia at the annual dinner observing the birthday anniversary of Benjamin Franklin, in whose honor the club was founded.

A NETWORK DREAM OF 1910

Plans for Hookup Visualized by Inventor Max Loewenthal, An Inventor Who Aroused a Judge

A STRANGE STORY in the history of radio involves the Continental Wireless Co. of New York which in 1910 had plans for a network of wireless stations similar to the coast to coast hookups of today.

Interviewed recently on KSFO, San Francisco, Max Loewenthal of that city, told listeners his experience with Continental Wireless. Mr. Loewenthal, a prominent electrical engineer and president of the American Institute of Inventors, had been associated with the late Thomas A. Edison.

In 1910 he was technical advisor to Continental Wireless Telephone & Telegraph Co., then seeking to establish a network of wireless stations. Published with each prospectus was a map showing proposed location of the stations. When called to testify in court as an expert witness in the New York trial of three officers of the new company attempting to sell stock, the following took place, according to court records:

"Do you believe it feasible to telephone without wires from New York to Philadelphia, or say Chicago?" the judge asked.

"It should be possible in a few years to telephone around the world without wires," Loewenthal replied.

"With all due respect to your intelligence and your record, I must ask you to step down, Mr. Loewenthal," the magistrate said. "Your statements are extravagant, and you have disqualified yourself as an expert."

The defendants were convicted of fraudulent financial dealings.

Mr. Loewenthal, a native of Germany, was brought to New York at the age of 13. At 16 he graduated from a technical high school as valedictorian and won the attention of Thomas A. Edison through an essay on the phonograph. At the age of 23 he joined Edison's staff. Later he worked his way through Columbia University, where he studied under the late Michael Pupin.

An inventor in his own right, he is responsible for the first electric heating unit, adjustable double-bladed shears for clipping bureaus and dressmakers, electric drills, etc. He conducted wireless experiments for the government during the Spanish-American war, for which work he was in later years chosen as one of three honorary members of the Radio Pioneers of America. Among his friends have been Marconi, Bell, Steinmetz and other famous inventors.

MAP published in 1909 outlining more or less accurately the present day network system of broadcasting draws the attention of Max Loewenthal (left), San Francisco inventor, and Merrill DeWitt, engineer of KSFO, San Francisco.

Studio Notes

L. W. WOOD, president of WCLS, Joliet, Ill., has signed a five-year contract for the United Press radio wire, effective Dec. 1. Other stations recently contracting for UP service include WHMA, Anniston, Ala.; WOCA, Ocala, Fla.; WLBZ, Bangor; WCSH, Portland, Me.; KOME, Tulsa; WCSC, Charleston, S. C., and WJHL, Johnson City, Tenn.

KYA, San Francisco and the California Radio System have negotiated again this season for the exclusive broadcast recreations of the entire racing program each day at Tanforan Race Track.

Seller, Not Buyer

A CUSTOMER in the Pease Fur Shop in Boise, Idaho, announcing that he lived in Wyoming, recently expressed appreciation of the Pease broadcast Sunday afternoons on KIDO, Boise. Manager Pease was delighted. "You heard my program and came 350 miles just to buy a fur coat?" "Not quite," replied the stranger. "I came 350 miles to sell you an order of furs. I run a silver fox farm near Rock Springs!"

WCBS, Springfield, Ill., which has applied for a power boost to 1,000 watts and regional status has started construction of new quarters in the Leland office building in Springfield, which will provide three studios, reception room and lounge and offices. Completion of work on the new studios is expected late in January.

AMONG items on the agenda of the next meeting of the board of governors of the CBC to be held in December, will be the preparations and plans for broadcasting the visit of King George and Queen Elizabeth to Canada next May. Announcers, it is understood, are already being prepared and facilities are being arranged so CBC will be able to pipe the programs throughout Canada and to the United States networks, as well as to the British Empire by shortwave.

CJBR, Rimouski, Que., celebrated its first anniversary Nov. 15 with special studio programs from noon to midnight. Coincident with its anniversary, CJBR announced the completion of an improved ground system.

TO GIVE refugee entertainers a chance on the air, WHN, New York, will inaugurate a new program on Dec. 2, known as the *Refugee Theater of the Air*, presented in cooperation with the American Committee of German Christian Refugees, the Catholic Committee for German Refugees, and the National Coordinating Committee for Jews and Christians.

NBC Hollywood Radio City, following a policy started in New York, has changed designation of production representatives on network programs from producers to directors. First so designated are Joe Parker, announcer and Bob Moss, studio engineer, recently transferred to the West Coast from New York. Parker will continue to announce while acting as director for NBC on the *Amos 'n' Andy* and *Richfield Reporter* programs. Moss will work on sustaining programs.

WLW, Cincinnati, has negotiated a new long-term contract for the full leased wire service of International News Service.

WOW, Omaha, is installing two new high speed UP trunk lines to supplement its radio wire and has provided 1,000 square feet of floor space for a new WOW news room for News Editor Foster May and his staff. Two news processors also will be added to the staff, in line with the expansion.

CHICAGO chapter of American Federation of Radio Artists recently elected the following officers: Virginia Payne, president; Sam Thompson and Henry Saxe, vice-presidents; Raymond Jones, re-elected executive secretary; Phil Lord and Gene Bryon re-elected treasurer and recording secretary.

KRRV, Sherman, Tex., formally dedicated its new studios at Denison Nov. 5 with a full-day schedule of special programs, including a half-hour feature originated for Texas State Network, of which it is an affiliate. The Denison studios, housed iin a modern cream and red brick building, are WE equipped. Maurice Wray is manager of the Denison studios and W. E. Rowens Jr., program director. Leon Lloyd, formerly of WFMR, High Point, N. C., recently was named program director of the Sherman studios of KRRV.

MEMORIAL tablet to Reg Douglass, chief announcer of KCNX, Wingham, Ont., accidentally killed Jan. 28, was unveiled in St. Paul's Anglican Church, Wingham, recently. Manager W. T. Cruickshank and the CKNX staff attended the service by invitation, and John Cruickshank, present chief announcer, performed the unveiling ceremony.

KPO, San Francisco, recently began a new woman's feature, the *KPO Woman's Forum* with Julie O'Day, heard five afternoons a week. Miss O'Day, commentator, offers the woman's point of view on subjects ranging from fashions to domestic problems. She recently came from Seattle, where her program was heard over KOMO.

NO MILK WAGON is the new red-and-aluminum mobile unit recently acquired by WJSV, Washington, which within its first few days of service was used in recording on-the-spot interviews for Arthur Godfrey's new *Magic Carpet* program, recording the address of Dorothy Thompson that opened the local Community Chest drive, and covering the crash of an army pursuit plane in one of the capital's residential districts.

DURING its coverage of the National Cornhusking Contest at Sioux Falls recently, WOW, Omaha, claims to have picked up another "first" when Foster May, news editor, and Lyle DeMoss, production manager, appeared on a broadcast before 80,000 of the estimated 135,000 persons at the affair. WOW, covering the 1938 contest individually, doubts "if any radio entertainers anywhere ever faced so large a visible audience".

LLOYD E. YODER, general manager of the NBC San Francisco stations, KPO and KGO, recently signed with the United Press for the UP news service for the two stations. The stations now utilize both UP and INS for four daily news broadcasts on each station. Don Thompson is head of the news department, with Bob Anderson and Bob Ackerley editing and presenting the broadcasts.

KMOX, St. Louis, and WKRC, Cincinnati, on Nov. 20 joined the list of stations served with news from Transradio Press Service, New York.

KLZ, Denver, recently signed a renewal contract with International News Service for five years.

ED FITZGERALD, on Nov. 21, returned to the air with a new variety program, *Good-Morning Neighbors*, on WOR, Newark.

STAR RADIO Programs, New York, has signed with the Mason-Dixon network for the new *Christmas Tree of 1938* script series to be carried in 25 half-hour shows on the network's five stations, WORK WDEL WGAL WAZL and WEST. This series is the third edition of Christmas scripts available to stations and has already been sold to European stations and the following United States stations: WGTM WMC WRTD WPG WOC KOIL KGLU KDYL KUMA KFOR KFXN KGU KRKO KSO KIDO and KGMB and KHBC, Honolulu. Continuity of the scripts is edited by Burke Boyce, former NBC continuity head.

WSAL, Salisbury, Md., celebrated its first anniversary Nov. 17 with an hour and 45 minute ceremony, including a quarter-hour salute from WFBR, Baltimore, and reenactments of special events carried by WSAL during the last year.

WICA, Ashtabula, O., on Nov. 22 presented an hour program in honor of its first anniversary on the air. It was strictly an entertainment production as contrasted with the salute theme of the debut a year ago.

WPTF, Raleigh, recently staged a special half-hour broadcast to celebrate the eighth anniversary of the *BC Sports Review*, sponsored on the station by BC Remedy Co., Durham, and at present conducted by J. B. Clark. For the event, WPTF was host to coaches of North Carolina's Big Five football teams, along with sports writers and officials of the sponsor company.

Orchids to TOMMY LUKE!

World-renowned Florist credits much of his outstanding success to **KGW-KEX**

Says Tommy Luke:

"From our first use of radio on the Hoot Owl program thirteen years ago until the present time, we have felt KGW-KEX to be vital factors in our progress. During this uninterrupted period of consistent growth we have enlarged our store five times—and were recently voted the most efficient florists in the world by London newspapers. Because of the love and sentiment associated with flowers we consider radio the most effective medium for our business. Through the years we have allocated 65% of our budget to radio—and 95% of that budget has gone to KGW-KEX."

Tommy Luke

Past President, Florists' Telegraph Delivery Ass'n., International

KGW RADIO STATIONS OF THE OREGONIAN **KEX**

NBC Red — PORTLAND • OREGON — NBC Blue

Representatives — EDWARD PETRY & CO., Inc., New York, Chicago, Detroit, San Francisco, Los Angeles

FAIRCHILD RECORDERS

have

Center Drive turntable and Synchronous Motor that guarantee constant speed at 33 1/3 r.p.m.

Sound Equipment Division

FAIRCHILD AERIAL CAMERA CORPORATION

88-06 Van Wyck Blvd.
Jamaica, Long Island
New York

Equipment

A NEW TYPE of cathode-ray television receiving tube, with a nine-inch viewing screen but a length of only 16 inches, has been designed by Marshall P. Wilder, television development engineer of National Union Radio Corp., Newark. Former tubes giving the same image size were 23 inches long, according to the company's announcement, 16 inches being approximately the length of the present tube with a five-inch viewing screen. Length reduction permits direct viewing, eliminating the need for the mirror-lid reflection method, as the new tube can be mounted horizontally without increasing the width of the receiver. Bowl-shaped instead of funnel-shaped, the new tube permits machine sealing as is done with ordinary sound radio tubes, a factor that should reduce the cost of manufacturing television tubes, the announcement states.

RADIOSCRIPTIONS Inc., Washington, has supplied two professional recorders, RCA microphone, studio equipment, and United Transformer Co. amplifier to Presbyterian College, Clinton, S. C., which has elaborate studio facilities. A professional recording unit with Universal amplifier and microphone has been furnished to the U of Virginia, Charlottesville, to be used in public speaking courses. Radioscriptions is preparing a brochure on recording and its uses in schools.

GENERAL Communications Products Co., Hollywood manufacturers of communications, transmitter and recording equipment, elected S. A. Sollie, well known in Pacific Coast radio, as president. He succeeds W. E. Brainard, who severed association with the firm. G. Preshaw has been elected executive vice-president, succeeding Robert B. Walder, who also left the organization. R. J. Thompson was also made a vice-president, with H. H. Hanseth, secretary-treasurer.

WIP, Philadelphia, recently acquired a Western Electric machine-gun microphone, which it uses for broadcasts of football games and parades.

J. NAT JOHNSON, head of J. Nat Johnson & Co., Chicago tower erecting firm, went to Richmond, Va., in late November to supervise the erection of a new tower for WRVA.

UNIVERSAL MICROPHONE Co., Inglewood, Cal., is offering a new line of bare microphones identified with the model number preceded by letters "MT". New models are for station engineers who want to use varied types of microphones for custom-built equipment. They are identical to the usual Universal line, but minus switches, cases, cables, extra fittings and fancy packaging.

WORKING from midnight Nov. 15 until 7 a. m. the following morning, the engineering staff of WHOM, Jersey City, moved the station transmitting equipment four miles to its new quarters and installed the new antenna without interrupting the Wednesday broadcast schedule. Under supervision of Joseph Lang, managing director, and Al Burnham, chief engineer, the WHOM equipment was set up in a new building on the site of the new 387-foot vertical radiator at the foot of Washington St., Jersey City.

NEW 16-tube Hammarlund radio, manufactured for commercial use only, has been added to the transmitting equipment of WNAX, Yankton, for rebroadcasts.

CFAC, Calgary, Alta., has purchased RCA portable speech input equipment, according to E. C. Connor, chief engineer.

WJMC, new local authorized in Rice Lake, Wis., has purchased an RCA 250-G transmitter.

MODERN transmitter house of the new 5,000-watt transmitter of KGVO, Missoula, Mont., will be formally dedicated, along with new Truscon radiator and new downtown studios, on the station's eighth anniversary Jan. 18.

A NEW gas-filled condenser, available in 54 models and designed for broadcast and radio frequency use, has been released by Lapp Insulator Co., Le Roy, N. Y. It is said to be built along entirely new mechanical principles. Minimum space requirement, puncture proof, no change with temperature, zero loss are some of its claimed characteristics. A descriptive booklet is available.

WIBG, Glenside, Pa., has applied to the FCC for a CP to build a new 255-foot vertical radiator and install a new transmitter, to be WE equipped throughout.

RCA Mfg. Co., Camden, has announced a new type 301-A ultra-high frequency field intensity meter and a type 302-A noise meter.

WHO, Des Moines, has acquired a new Fairchild portable recording outfit.

WTAR, Norfolk, recently installed a 96-A RCA automatic modulation control.

WFBC Remains on Air Despite Fire in Studio

WHEN all of its studio equipment was put out of commission by fire Nov. 13, WFBC, Greenville, piped the NBC program it was carrying at the time to the transmitter on a special emergency circuit. Before the program ended 20 minutes later the fire had been extinguished and equipment ordinarily used for remotes was set up in the studios. The local that followed went on without a hitch.

When a story of the fire appeared in the *Greenville News* the following morning many listeners were surprised to learn that at the same time they were listening to Dr. Ralph W. Sockman the WFBC control room was in flames. Hubert Brown, chief audio engineer, was high in his praise of Paul Chapman, engineer, whose quick thinking kept the station on the air.

(U.P.)

THE MARK OF ACCURACY, SPEED AND INDEPENDENCE IN WORLD WIDE NEWS COVERAGE

UNITED PRESS

CBS Engineers Devise Program-Failure Alarm

A NEW GADGET to relieve the master-control room engineer of one of his many responsibilities has just been developed by CBS engineers, under the direction of Howard Chinn, in charge of the audio division of the network's engineering department. Called a program-failure alarm, the device is hooked onto a program circuit in such a way a silence of more than 20 seconds automatically closes a switch, turning on a light and ringing a bell to call the engineer's attention to the fact that something has gone wrong.

Instruments are now being tested in the network's master control room where they are being used to check all programs coming from various studios to the master control board. If they perform as satisfactorily in actual performance as they have in laboratory tests they will be installed on all circuits and at all CBS stations to give instant alarm of interruption of service.

U. S. PATENT No. 2,136,789 has been issued to William G. H. Finch, head of Finch Telecommunications Laboratories, New York, for a simplified electro-optical system, suitable for use with high-speed facsimile transmitters. System is designed to provide a means of ventilation to dissipate the excessive heat generated by the intense light source that telepicture transmission requires, without permitting stray light to affect the scanning process.

New Studios for WJDX

NEW studios of WJDX, Jackson, Miss., completely equipped with new RCA equipment, will be dedicated in Jackson's Heidelberg Hotel Dec. 5, according to an announcement by Wiley P. Harris, director of the NBC outlet. The station will occupy the 13th and 14th floor of the hotel's new annex, and for broadcasts of large units and visible shows will use the roof ballroom capable of seating about 500. Business offices will remain in the Lamar Bldg., occupying the floor formerly used for studios.

Keeping Company in HAWAII

LITTLE ORPHAN ANNIE (Ovaltine)
MA PERKINS (Oxydol)
GOSPEL SINGER (Ivory)
ROAD OF LIFE (Camay)
VIC AND SADE (Crisco)
EASY ACES (Anacin)
HILLTOP HOUSE (Palmolive)
MYRT AND MARGE (Super Suds)
BETTY AND BOB (Wheaties)
LADY COURAGEOUS (White King)

FIRST in National Transcription Spot Business

KGMB-KHBC
Honolulu Hilo

A TRIP TO Washington

RESERVE your room at the hotel best suited to convenience your business or pleasure contacts in the Nation's Capital. Stop at the central, downtown Willard. Major improvement program recently completed makes the Willard one of Washington's most modern hotels. Enjoy the

COFFEE SHOP
Popular Priced Food Specialties

WILLARD CORNER
Smart Ladies' & Gentlemen's Cocktail Lounge

Write for Willard Folder and FREE Booklet, "Highlights of the Nation's Capital."

The WILLARD HOTEL
WASHINGTON, D. C.
H. P. SOMERVILLE, Managing Director

NBC Operation Reviewed at FCC Probe

Network Officers Outline Program Standards

The FCC chain-monopoly hearings were convened Nov. 14 with only three members of the four-man committee present—McNinch, Brown and Sykes. Commissioner Walker was absent, attending the annual convention of the National Assn. of Railroad & Utility Commissioners in New Orleans.

Appearing as Commission counsel were Mr. Dempsey and George B. Porter, assistant general counsel for broadcasting.

About 150 persons were present when the gavel sounded. Of these, possibly 50 were RCA and NBC counsel, witnesses and observers, with another 25 newspapermen and photographers. Aside from the committee and Commission counsel, other FCC officials present included Andrew D. Ring, assistant chief engineer for broadcasting, expected to handle the Commission's technical case; William J. Norfleet, chief accountant, and deQuincy V. Sutton, head accountant, both of whom are expected to testify in connection with studies of network operations and station ownership phases of the inquiry based largely on questionnaire data.

That the Commission intends to enforce its pronouncement that only facts will be admissible and that the proceedings will not be permitted as a "sounding board", became apparent early in the proceedings.

After Mr. Sarnoff had read his opening statement, NBC Counsel Hennessey sought to read into the records a series of prophetic memoranda written by Mr. Sarnoff prior to the advent of broadcasting. Chairman McNinch at first objected on the ground that it was not factual but Commission Counsel Dempsey said there was no objection, with the reservation that if the data were not material, it could be stricken.

After Mr. Sarnoff had concluded reading his statement, Mr. Dempsey declared he felt it was of no great value to the Commission and that it did not present facts but rather general statements. He asked that Mr. Sarnoff be excused as a witness subject to recall at a later date for cross-examination, which request was granted.

More Appearances Filed At Start of Hearing

One of the score of appearances filed prior to the hearing—in behalf of the American Federation of Musicians—was withdrawn, it was learned. AFM, through its Washington counsel, Ansell & Ansell, had filed a strongly worded appearance critical of "canned music" and raising the issue of purported unemployment among musicians for which it held radio was responsible. Reason for the withdrawal was not disclosed.

Before Mr. Sarnoff was able to take the stand, Charles P. Sisson, former U. S. Assistant Attorney General, asked to be permitted to make or file a statement with the Commission on behalf of his client, Royal Moulding Co. of Providence, R. I., manufacturers of bases for vacuum tubes. Chairman McNinch, however, said the procedure was clearly defined and that his appearance would have to be taken up with Commission counsel.

In advance of the hearings, there was distributed on behalf of Royal Moulding Co. a press release and a letter to the FCC, setting forth the company's position. In effect, it asked the FCC to widen the scope of its investigation with a view toward "revoking" the broadcasting licenses held by NBC and Westinghouse under the anti-trust provisions of the Communications Act because of alleged monopolistic control of radio apparatus.

In the letter, Harry M. Burt, president of the company, charged that in 1936 RCA and Westinghouse by agreement "made discriminatory price rebates and allowances to the extent of substantially lessening competition in restraint of trade" and that they now "enjoy a complete monopoly in vacuum tube bases." "Competition in this field is at present non-existent," the complaint stated. The Royal company, said the letter, since 1926 has manufactured, fabricated and moulded bases for vacuum tubes. It added that, since both RCA and Westinghouse are holders of licenses for broadcast stations, the Commission should take jurisdiction.

Procedure Specified By Chairman McNinch

It was learned that a suit seeking triple damages filed by the Royal Moulding Co. now is pending before the Federal District Court in Providence. The plaintiff claimed a conspiracy to reduce prices in radio tube bases, resulting in a loss to it. The bill stated among other things that the "unreasonably low price" of tubes was a factor.

Chairman McNinch formally opened the proceedings by reading the notice of hearing, Order No. 37, authorizing the investigation, and the rules of testimony.

To expedite the hearings, all parties would be permitted to be represented by counsel in presenting direct testimony, he declared. Cross-examination of witnesses generally would be by the committee and its staff, but parties desiring to ask questions could hand Commission counsel the questions in writing. Departure from this procedure would be allowed only where the Committee might decide that justice would be served, he said. Fourteen copies of each exhibit offered the Commission must be supplied.

Witnesses could testify from prepared statements provided copies of the statement are furnished to members of the Committee and counsel two days in advance of the time the witness is called, Mr. McNinch said. Emphasizing that the purpose and object of the investigation is to develop facts for the information of the Commission and public concerning the matters specified in the Commission's order, he said that on the basis of the facts developed, appropriate rules and regulations dealing with such matters "will be promulgated by the Commission and if such facts demonstrate the necessity therefor, legislative recommendations made to Congress by the Commission."

GENERAL Charles McK. Saltzman, U.S.A. retired, former chairman of the old Radio Commission, is an interested spectator at the opening day of the hearing. He is greeted warmly by FCC Chairman McNinch.

"The Committee will not permit this hearing to be used as a sounding board for any person or organization," Chairman McNinch asserted. "We are after facts and intend to get them. Only relevant opinions of those qualified to speak may be admitted for whatever light they may throw upon the problems involved in this investigation. The Committee intends to see that witnesses fulfill their primary function—the giving of evidence—not argument.

"The Committee intends that the hearing shall be conducted fairly and impartially in a manner which will permit a thorough and searching inquiry into all the facts. It does not intend to permit technicalities to stand in the way of getting these facts. It will, however, follow well-established rules of procedure so far as is necessary to safeguard the interests of the public and all others directly concerned."

Sarnoff Urges Voluntary Self-Regulation Plan

In reading his 17-page statement, Mr. Sarnoff concluded with a recommendation for a voluntary system of self-regulation by the broadcasting industry. He prefaced his recommendation with a history of the development of broadcasting in this country and of the pioneering part played by RCA in all phases of the development.

In recommending the voluntary system of self-regulation, Mr. Sarnoff also urged that the industry take the necessary steps to make that regulation effective.

"My recommendation is that the experience of the different groups within the industry should now be combined and correlated. An industry code should emerge that advances beyond all previous standards. Such a code should be an act of voluntary self-regulation on the part of the entire broadcasting industry in the United States.

"In writing this code, the industry should gather the views of broadcasters, of groups representative of public opinion, and of this Commission. After the code is formulated the public should be made thoroughly familiar with it. All broadcasting networks and stations should be invited and encouraged to adopt it. The code should be subject to periodic review by the industry, and kept up to date. It should be administered by a suitable agency representative of the entire industry.

"I make this recommendation in the belief that such self-regulation is the American answer to an American problem. In every consideration of radio broadcasting, the 'public interest' we are pledged to serve is that of the entire nation. This public interest is reflected directly by the 27,000,000 receiving set owners who represent an overwhelming majority of the country's homes. By their control of the nation's radio dials they give approval or disapproval to radio programs, and decide the ultimate fate of the broadcaster. Here we find legitimate censorship by public opinion.

"It is the democratic way in a democratic country."

In opening his statement, Mr. Sarnoff explained he appeared both as president of RCA and chairman of the board of NBC. He pointed out that NBC is a wholly-owned subsidiary of RCA and that the corporation is owned by a quarter of a million stockholders.

Asserting that he welcomed the investigation, Mr. Sarnoff said that he did not propose to advocate a "status quo" of broadcasting or to oppose changes in a changing art. "I do not come here to say that broadcasters are infallible, that no improvements are possible, that we have no problems, or that the Commission cannot help in their solution. I am here to aid this investigation in any way I can."

Describes Basic Functions of RCA

Mr. Sarnoff defined the services of RCA, explaining that its three basic functions are communications, manufacturing and broadcasting. Underlying all these, he said, is research. RCA research benefits the entire industry, Mr. Sarnoff stated. He said it encounters in the field of research "nothing like the consistent, able competition it meets in the operating fields of communications, manufacture and broadcasting."

Declaring that the benefits of RCA research are made readily available to competitive services, Mr. Sarnoff said that a case in point was television. RCA has experimented in television for more than ten years and has spent millions of dollars. It is still a subject of outgo rather than income. Nevertheless, he declared, 65 radio manufacturers already have been licensed by RCA to make use of its inventions in this field. CBS, he said, a competitor will use an RCA transmitter as promptly as NBC.

Mr. Sarnoff traced the early days of broadcasting, pointing out that RCA was formed 19 years ago with the immediate object of providing an American-owned system of international communications. He reviewed the steps leading up to the establishment of NBC. After the Red Network was established in 1926, Mr. Sarnoff

said it quickly became apparent that a single network service was not enough to satisfy the demands of the radio audience for diversified programs of national interest and importance; that if broadcasting were to be popularized to all, there should be more than one type of program simultaneously available to listeners. Other station owners, particularly in the cities where their competitors had made service arrangements with the Red Network, pressed for network affiliations.

"Therefore," he added, "in less than two months after the first NBC Network began service, we created a second network — the Blue — with WJZ, New York, as the key station. As the networks were expanded, stations in remote, thinly populated areas, that could not be expected to bring the NBC a profit, were added, in the interests of a truly comprehensive national service.

"Looking back at the amazing development of network broadcasting in a little more than a decade, it can be seen that our pioneering undertakings in 1926 were fully justified."

Networks Credited With Broadcasting Growth

Mr. Sarnoff said that it is largely owing to network broadcasting that radio in the United States has grown into a billion dollar industry. He estimated that the American public has invested more than three billion dollars in receiving apparatus and spends a billion hours a week listening to radio. The importance of broadcasting, he said, cannot be measured in statistics or dollars and cents. He said it must be appraised by the effect on daily lives of the people.

The American people, Mr. Sarnoff asserted, have a free radio because they have a broadcasting industry that pays its own way. "Those who object to commercial announcements on the air," he said, "are apt to forget that it is the revenue from these announcements which makes it possible for them to hear regularly a symphony orchestra conducted by Toscanini, the broadcasts of the Metropolitan Opera, America's Town Meeting of the Air, the National Farm & Home Hour, the Damrosch Music Appreciation Hour, and many other costly sustaining features of the networks. A single radio performance of any one of these programs would be an event of outstanding importance in other countries. I think I am making a simple statement of fact when I say that the people of the United States are provided with the finest and most varied radio programs produced anywhere in the world. And our traditional liberties have been fortified with a new freedom —freedom of radio—which takes its place with our older freedoms, of religion, speech, and press."

In contrast, Mr. Sarnoff discussed the undemocratic control over broadcasting of the autocracies of the Old World "where broadcasting has been converted into the most powerful instrument of dictatorship." Explaining he was in Europe during the first half of the recent crisis, he said that in order to get the full news of Europe while abroad he had to listen to programs sent by shortwave from the United States. American listeners were better and earlier informed on all events in Europe than the Europeans themselves.

"In this time of world crisis, it is of vital importance that every American citizen should recognize, in the freedom of our American system of broadcasting, one of the essential guarantees of his own personal freedom."

RCA LABOR chief, Edward F. McGrady, former Assistant Secretary of Labor, attends opening session. He is now vice-president of RCA in charge of labor relations.

Foresees Day of More Wavelengths Than Needed

Discussing regulation of broadcasting, Mr. Sarnoff said that the industry is still pioneering and that he did not expect to live to see the day when the pioneering work is over.

"If wavelengths were now available for an unlimited number of broadcasting stations, the only limitation would be that of public acceptance. The same holds true of networks. As radio science learns to employ new channels in the ether—to use waves measured in centimeters and millimeters—the day will come when there will be more wavelengths available than stations and networks to use them."

He predicted "the time is coming when present day facilities and services of radio will prove small in comparison with the unlimited technical and artistic achievements possible in this young and swiftly-moving industry." Declaring television stands today where sound broadcasting stood 18 years ago, Mr. Sarnoff asked whether there is any man who would say that television "will not go farther in the next 18 years than sound radio has gone up to the present time?"

"With whatever technical controls broadcasting is clothed, they must be kept as flexible, as capable of expansion, as the industry itself. The situation is like that of a growing boy and his breeches. The breeches have got to have wide seams, so they can be let out when they get tight. Otherwise something is going to give away, and it seems to be a law of Nature that it won't be the boy. He just keeps growing."

Alluding to censorship, Mr. Sarnoff pointed out that the Communications Act provides that the Commission shall have no power of censorship over programs and that it shall adopt no regulation which interferes with the right of free speech. Therefore, he said, the broadcasting industry itself must find a solution which will adhere to American traditions and at the same time meet this "social responsibility." He alluded to the statement made by Chairman McNinch in his nationwide broadcast address Nov. 12 in which he emphasized the FCC has no censorship authority.

Upon completion of Mr. Sarnoff's statement, Mr. Hennessey sought to read into the record the excerpts from memoranda written by Mr. Sarnoff from 1916 to 1923 dealing with the development of broadcasting. Mr. McNinch at this point reiterated that only facts would be admitted and after a short recess, Mr. Dempsey waived objection to the memoranda with the understanding that a ruling would be reserved as to their admissibility.

Prophesied Growth of Radio Two Decades Ago

Chairman McNinch also observed, in connection with Mr. Sarnoff's formal statement, that the committee had not time to read the statement in advance and that it reserved ruling as to what parts of it were responsive and came within the Commission's ruling as to the presentation of facts.

Mr. Hennessey first brought out that Mr. Sarnoff had been in radio for more than 30 years. The first memorandum, which Mr. Sarnoff said was written in 1915, was to Edward J. Nally, general manager of the Marconi Co., predecessor of RCA. In it, Mr. Sarnoff described his "radio music box" ideas involving developments which would make radio a "household utility" in the same sense as the piano or phonograph. The letter was remarkably prophetic of development of broadcasting.

A second letter, dated June 17, 1922, was to E. W. Rice, honorary chairman of the General Electric Co., in which Mr. Sarnoff outlined a general plan for development of broadcasting as an industry and of the setting up of a separate corporation which would undertake the task. His idea was to have RCA, General Electric Co., Westinghouse and their distributors of his proposed "music box" defray the overhead of the new medium for dissemination of entertainment, information and education since at that time there was no thought of advertising defraying the overhead. He suggested that this distinct company be known as the "Public Service Broadcasting Co. or National Radio Broadcasting Co., or American Radio Broadcasting Co."

He estimated that these companies, by allotting 2% of the estimated income from the sale of apparatus, could set up a fund of $780,000 to defray the cost of the broadcasting company. While this amount might not be adequate, he said that other sources might make themselves available and possibly some endowment would contribute to the venture. The broadcasting company, moreover, might find it desirable and remunerative to publish a radio magazine of national scope, he said.

In another memorandum, dated April 5, 1923, Mr. Sarnoff outlined what he regarded as the possibilities of broadcasting, and at that time mentioned television.

He also envisioned the possibilities of international broadcasting, declaring that this service might be expected to materialize sometime between the present and the next five or ten years.

Mr. Hennessey, in cross-examining Mr. Sarnoff after each letter, brought out that the first one (1915) was written five years before any broadcasting station went on the air and that the one dated June 17, 1922, respecting national broadcasting, was written four years before the creation of a network and before any telephone interconnection of broadcast facilities and also before the theory of radio advertising support of broadcasting had developed.

Organizational Setup Of NBC Is Depicted

Opening the afternoon sessions, cut short by a full Commission meeting called by the FCC, Frank E. Mason, vice-president of NBC and assistant to President Lenox Lohr, appeared along with George

the
CJBR
Key
to the Lower
ST. LAWRENCE
A GOOD Year
CJBR celebrated its first anniversary November 15. This year has been a good one. Business, for example, is 250% above expectations. Coverage has been increased with an improved ground system. CJBR, and its service to French Canada, is receiving wide recognition.
A popular program now available is "VARIETIES" . . . 5:15 to 5:30 daily.
CJBR
RIMOUSKI, QUEBEC
1,000 Watts Full Time
Affiliated with CBC

Engles, NBC vice-president and managing director of its Artist Service.

Mr. Mason introduced a series of nine exhibits dealing with the organization of NBC. These depicted its advisory counsel, past and present; directors and their other business interests; officers of the company; a breakdown of employes, showing a total of 2,271, of whom 1,666 are men and 607 women; distribution of employes by area; functional organization of NBC; the 15 stations owned, operated, leased or program managed by NBC; map of stations on the NBC networks; foreign offices of NBC and its rate card.

Mr. Mason explained that NBC itself has three fully-owned subsidiaries. These he enumerated as Civic Concert Service Inc., Artist Service Inc. of Massachusetts, and Artists Service Inc. of Pennsylvania. All are in the concert field. WTAM Inc., organized to operate WTAM, Cleveland, now is in the process of dissolution.

Radio Music Co. Inc. also is owned by NBC but has been inactive since 1931. In connection with this company, it was brought out by Commission Counsel Dempsey that the FCC did not desire further testimony in connection with it, since it was cooperating with the Federal Monopoly Committee headed by Senator O'Mahoney on all matters dealing with music copyright.

Describing corporations previously owned by NBC but now inactive or dissolved, Mr. Mason said these included separate corporations which operated KJR, Seattle; KEX, Portland, and KYA, San Francisco, which subsequently have been turned over to companies operating other stations and entirely separate from NBC.

Although Mr. Hennessey stated he saw no importance to these dissolved corporations, Mr. Dempsey said the Commission desired full information in connection with them. He pointed out that the Commission proposed to go into the stock ownership phase on the basis of questionnaires sent the networks and that this data would be produced later. By agreement it was understood that affidavits would be taken of directors and officers of NBC in connection with their other stock holdings.

One of the questions in the Commission's hearing notice dealt with relationship between networks and advertising agencies, users or national representatives of stations. Mr. Dempsey said that apparently NBC counsel had misconstrued this question as one pertaining only to any ownership interest NBC officials might have in such organizations. He said the Commission desired data as to the business relationship. Mr. Hennessey agreed that he had misunderstood the question and would seek to develop as much data as possible.

Engles Describes Operation of Artists Service

Complication as to procedure developed when Mr. Engles took the stand. Mr. Hennessey explained that because of the short notice given NBC that prepared statements should be supplied two days in advance, he had been unable to fulfill that requirement in connection with Mr. Engles' statement.

After Mr. Dempsey had waived this requirement because of the short notice, Mr. Engles explained he desired to testify on a question-answer basis rather than read the statement which he declared was prepared by NBC counsel after he had supplied the basic facts. Because of the controversy about procedure that ensued, Vice Chairman Brown finally requested that the witness develop his statement by the question-answer method.

WITH his inevitably screaming neckties an object of attention is (left) John Shepard 3d, president of the Yankee Network and a prime mover in Independent Radio Network Affiliates, as he confers at hearing with Neville Miller, NAB president.

Mr. Engles' statement was punctuated by a number of objections by Commission counsel, presumably on the ground that it went afield. In the course of his testimony, Mr. Engles explained that he began his theatrical career at the age of 13 and in 1909 became secretary to Dr. Walter Damrosch, then conductor of the New York Symphony Orchestra. In 1914 he became manager of the orchestra in charge of all business arrangements. Before joining NBC in 1928, Mr. Engles had a group of artists under his management, including Paderewski, Schumann-Heink, Heifetz, Kochanski and Marion Talley, and he continued to manage the New York Symphony. As head of NBC's Artists Service, he said the organization became a leading one in its field.

The Artists bureau has as its chief subsidiary Civic Concerts Service Inc., organized in 1931. NBC acquired a 50% interest in this company in 1931 and the remaining 50% in 1935. In 1931 it had courses in 57 cities, presenting leading concert artists, and its scope has been enlarged considerably since that time, he testified.

Work of Artists Service Outlined by Tuthill

Mr. Engles outlined the manner in which Civic operates, explaining that it is entirely a membership organization. In each town the concert course may consist of three or four or five concerts per year, depending upon the number of its membership. All the membership funds remain in the hands of local citizens and are expended by them in the payment of local expenses and artist fees. These civic music associations are locally supported by public subscription, he explained.

Responding to further questions by Mr. Hennessey, Mr. Engles explained that these courses furnish opportunity for employment of artists and of musicians. Moreover, he said it has been instrumental in developing talent throughout the country.

At the outset of the second day of the hearing, it became apparent that Commission Counsel Dempsey would seek a full disclosure of network activities in connection with maintenance of artists bureaus and talent services. This developed with Mr. Engles, and Daniel S. Tuthill, assistant managing director of the Artists Service, as witnesses. The audience had dwindled to about 50 or 60 for the second day's session.

Mr. Engles resumed the stand and Mr. Dempsey began his cross-examination on the organization chart of the Artists Service and the manner in which it functioned. When Mr. Engles explained that his assistant, Mr. Tuthill, was more familiar with the mechanics of the operations, Mr. Engles was temporarily released.

In his direct testimony, Mr. Tuthill explained he had been with NBC since its formation in 1926 and before that with A. T. & T. in connection with its operation of WEAF. He was first assistant eastern sales manager of NBC, later becoming general sales manager of the networks and finally joining the Artist Service as assistant managing director.

The Artists Service was formed, Mr. Tuthill said, because of the unusually large amount of talent required by the NBC networks and because of "personal appearance" demands. There are from 10,000 to 12,000 microphone appearances a month over NBC and these talent needs became a contributing factor to setting up of the service with the objective of training and developing new performers.

Declaring he knew of no faster or better means of developing talent than through sustaining programs, Mr. Tuthill said many thousands of artists would never have seen the light of day were it not for radio. He reviewed the vicissitudes of artist management and pointed out that artist agents are called upon to counsel with their clients on financial affairs, modes of dress, publicity and many personal matters. He explained that many of the foremost artists were developed by radio from obscure and unknown personalities.

There are many ramifications to NBC's Artists Service, Mr. Tuthill explained. Talent "scouting" is a constant function, with every employe of NBC from page boy to president expected to call the Artists Service's attention to prospects. There are some 200 to 250 persons auditioned each week and if "one good artist" is selected from the lot, the job is considered good.

Sells Talent Wherever There Is a Market

The Artists Service seeks as agents to sell its talent to radio advertisers and their agencies as well as to the network for sustaining purposes. Mr. Tuthill explained that artists do not have to be associated with the NBC Artists Bureau to get sustaining programs. He added under questioning by Commissioner Sykes that the vast majority of performers on NBC are not identified with its Artist Bureau.

Commissions charged for artists by the Bureau are uniform, except in certain instances where special service is required. He said the service competed with a number of large artist organizations and that there are some 150 to 200 talent agents. The William Morris office, for example, he said, has been identified in published reports as doing a business of $15,000,000 a year which he said was better than double NBC's Artists Service business.

Moreover, Mr. Tuthill declared, NBC books artists on other networks for commercial programs and does not limit its activities to sale of talent to NBC. "Wherever there is a market for our talent," he said, "we are going to try to sell it." The NBC service, he added, functions like an independent agency and works just as hard to get them on the air outside NBC as it does inside.

Questioned by Chairman McNinch, Mr. Tuthill said there probably is a greater degree of cooperation in the sale of talent to NBC than to outside organizations but that his unit is forced to sell talent to NBC in competition with other agents. He estimated that the amount of talent used by NBC not under contract to its Artists Service is "many times greater than those under contract". He said he doubted whether more than 10% of the artist requirements of NBC would be filled by the Artists Bureau.

In 1928 the business of the NBC Artists Service was slightly over a million dollars, Mr. Tuthill said. In 1937, the gross talent booking amounted to $6,032,274. Included in this figure was $306,099 from the sale of talent derived by Civic Concerts.

Breaking down the Artists Service income, Mr. Tuthill said that 66% was derived from commercial radio bookings, 16% from concerts and 18% from motion pictures, private entertainment and miscellaneous bookings. He declared that approximately 92% of all money received was paid out to the artists and profit was meagre. NBC net revenue after deduction of operating expenses in 1937 amounted to $286,882.

Operating Structure Examined by Dempsey

It was when Mr. Dempsey took up cross-examination of Mr. Tuthill that it became apparent he would go deeply into the entire operating structure of the Artists Service and of the manner in which talent bookings are handled.

In this connection, the American Guild of Musical Artists Inc. filed an appearance for the hearings [BROADCASTING, Nov. 15], in which it alleged that by the purchase and consolidation of a "vast majority" of the then independent managers, NBC and CBS have acquired "a monopolistic stranglehold on the

STATISTICS are the chief interest of (left) Hugh M. Beville, NBC chief statistician, and Paul F. Peter, now research chief of NAB whom he succeeded at NBC.

services of concert and opera stars whose appearance on radio are essential to the radio industry, with the result, *inter alia*, that competition for the services of these artists have been stifled."

Mr. Dempsey developed in questioning Mr. Tuthill that the Artists Service itself does not maintain a separate private bank account but does maintain its own audit. Receipts of the Artists Service are banked by NBC. He explained in detail how responsibility is divided in the Artist Service, pointing out that Mr. Engles is his immediate superior and that he reports to Mr. Engles who in turn reports to NBC President Lohr.

Regarding talent charges, Mr. Tuthill asserted that when a definite fee is placed on the services of an artist, it is subject to negotiation if the prospective purchaser figures the price is too high, whether it be the NBC network or any outside organization. Mr. Dempsey sought to ascertain the final arbiter in such instances and Mr. Tuthill explained that different individuals in the organization were involved in connection with different artists. He said it was not unusual for an artist whose fee was placed at $500 to be offered for $400 provided the contract covered a longer period of time or some other concession.

Reviews Difficulties Of Artist Management

The entire afternoon session Nov. 15 was devoted to Mr. Dempsey's cross-examination of Mr. Tuthill on Artists Service activities, revenues, talent contracts, and related subject matter.

Mr. Dempsey observed, following his interrogation on the manner in which the service functioned, that he visualized a situation wherein John F. Royal, NBC vice-president in charge of programs, and Mr. Tuthill are working for the same company but actually have divergent interests. Mr. Tuthill, however, asserted this observation was unfair and that it simply was a matter of different activities.

Mr. Tuthill explained that the Artists Service was developed primarily because of the demand of listeners for personal appearances of artists on the network and secondarily in connection with development of talent for the network.

Mr. Dempsey's examination of Mr. Tuthill was marked by frequent colloquies and objections. Moreover, substantial additional

WESTINGHOUSE chieftains seem unworried about pending FCC probe into NBC contracts with their stations. Left to right are Walter C. Evans, manager of broadcasting for Westinghouse; Judge John J. Laws, chief counsel; John J. McCloy, of counsel.

data was requested, to be produced during the hearings.

Examining Mr. Tuthill on the consolidated statement of gross sales and revenue of the Artists Service during 1937, Mr. Dempsey sought to bring out inaccuracies in percentages, notably the figure of 8.2% listed as the general average commission received by the service over disbursements for artists and other services. He asked for an accounting of this purported discrepancy, particularly in the light of the witness' earlier statement that talent commissions range from 10 to 20%.

Mr. Tuthill asserted that the overall average of 8.2% was traceable to the fact that in many cases the talent commission of 10% average or higher, is split with other talent agencies who might actually do the booking and that in some cases the NBC Service even foregoes collection of its commission, when the artists are engaged for less than the agreed rate.

"Our relations are very human," Mr. Tuthill said, adding "I think you will agree that this is a crazy business."

Mr. Dempsey sought to analyze the testimony with the observation that there is no consistent policy and that the talent business is such that it is difficult to establish such policies.

"You did not want to mislead the Commission," he observed, "but it just works out that way." Mr. Tuthill sought to explain that there are circumstances existent in talent operations which justify splitting of commissions and other practices which appear to be out of line with established business principles. "You can't put this business on a dollars and cents basis," Mr. Tuthill said.

When Mr. Dempsey said "you haven't been able to do it," the witness replied that he defied anyone else to operate on any other basis.

McNinch Queries Contract Provision

Asked regarding electrical transcriptions, Mr. Tuthill said they provide an additional medium through which an artist may make his debut to the radio audience. He added, however, there was no comparison between electrical transcriptions and live talent broadcasts from the standpoint of "prestige". Live broadcasts add to the value in building up an artist's reputation, he said.

Citing satistics, Mr. Tuthill declared that during the week Nov. 6-12, 225 sustaining artists appeared on NBC networks of whom only 80 were under management contract to the Artists Service, representing 35.5%. Sixty-eight or some 30% were not engaged through the Artists Service, he said, adding that this total did not include announcers, accompanists or hotel dance orchestras or speakers on educational programs.

Asked by Mr. Dempsey to break down the sale of talent during 1937 to commercial radio advertisers as between networks, Mr. Tuthill said that of the $4,028,187 in receipts $3,600,342 represented sales to advertisers on NBC; $408,805 to CBS and approximately $20,000 to MBS. Thus, he said, NBC represented 88.5% of the total; CBS 11% and MBS 0.5%.

Chairman McNinch joined in the interrogation in connection with a provision in the NBC talent contract that artists under contract could not appear over another network. Mr. Tuthill explained that while the provision is embodied in the contract, it is not exercised and that the Artists Service construes it as its duty to place talent wherever possible.

Mr. Tuthill said as far as he knew, the Artists Service had never refused to place an artist on another network because of the terms of the contract. Chairman McNinch inquired whether in view of the fact that the practice is to ignore the exclusive provision Mr. Tuthill was in a position to say that he would recommend to his superiors that they abandon that provision. Mr. Tuthill responded affirmatively.

Disclosure of Source Of Questions Discussed

To Mr. Dempsey's question whether the Artists Service ever quoted a different rate for talent when used on NBC than on other networks, Mr. Tuthill said there was no differential on talent as such, but that different rates were asked depending upon the type of program and the duties demanded of the performer. For example, the artist might be a straight singer in one program and be called upon to sing, act and perform as a master of ceremonies in another, all of which functions are taken into account. The network used, he said, has no bearing whatever on the price.

Regarding recording services of NBC contracted artists, Mr. Tuthill said that artists were sold for recordings on the basis of the best terms that could be made and that there was no exclusive arrangement with RCA Victor despite its association in the RCA-NBC family.

A motion by Mr. Hennessey that Commission Counsel Dempsey disclose the source of any questions he might propound to witnesses if the questions were not his own was overruled by Acting Chairman Brown. Mr. Hennessey said this had been the Commission's practice at other hearings and it seemed to him improper not to identify them.

The colloquy grew out of the requirement laid down by the committee that all questions of private groups attending the hearings be through Commission counsel.

Mr. Dempsey said that questions have come from many sources and he did not see where any useful purpose would be served. Mr. Hennessey, he said, was in a position to submit questions for him to ask other witnesses.

When Mr. Dempsey observed that NBC counsel could object to questions, Mr. Hennessey said it was important from his standpoint to know where the questions were coming from before he could state his objections.

Commissioner Brown observed that the proceeding was not an adversary one and that disclosure of the sources of questions would be left entirely to Commission counsel.

Before examining Mr. Tuthill on redirect, Mr. Hennessey observed that the Artists Bureau operation of NBC is distinctly an intrastate business, whereas the operation of stations is interstate.

Seeking to clear up confusion regarding auditions, Mr. Hennessey asked whether it was not a fact that different types of auditions

Results COUNT MOST

CFCF
Montreal
NBC

WEED & COMPANY

RADIO STATION REPRESENTATIVES
NEW YORK · CHICAGO
DETROIT · SAN FRANCISCO

KFRU

COLUMBIA, MISSOURI
A Kilowatt on 630
A Sales Message over KFRU
Covers the Heart of Missouri

were conducted by NBC for program service and for talent. Mr. Tuthill responded affirmatively, pointing out that the total number of artists under management of the Artists Service is 300, yet there are some 200 different auditions a week conducted by the service.

Regarding contracts for talent issued by the program department, Mr. Tuthill said that since his testimony of the preceding day he had learned that in September of this year the previous informal arrangement respecting contracts was put into a printed contract form. A copy of the form was placed in the record.

Lawyers Tangle Over Introduction of Exhibits

When Mr. Dempsey sought to recall Mr. Engles, Mr. Hennessey explained that he was ill and would be available at a later date. His doctors indicated he might have to take a long rest. The next witness called was Hugh M. Beville Jr., chief statistician of NBC.

Before the examination of Mr. Beville, Mr. Hennessey displayed to the Committee a plaque containing the names of some 40 of the world's foremost artists, which recently was presented to Mr. Engles as a token of their appreciation for his work in their behalf.

Referring to the dispute which developed in connection with Mr. Engles' formal statement, Mr. Hennessey explained that he had collaborated with many of the NBC witnesses in the preparation of their statements along with other members of the NBC Law Department and he felt this was not improper. Judge Sykes asked if it would not be "a good idea" to get the witnesses to go over the statements in advance and come to an agreement.

When Mr. Beville began to identify a series of exhibits offered for the record, Commission Counsel Dempsey interposed that Mr. Beville had not been qualified as an expert in connection with the exhibits.

Mr. Hennessey then stated that the investigation was an FCC undertaking and that NBC was simply trying to be helpful by introduction of this data. Mr. Dempsey, however, argued that NBC appeared at the hearing on request and that the presentation of the testimony was not being done "as a favor to me."

The purpose of the information being introduced, Mr. Hennessey continued, was to give the Commission full data to enable it to perform its function of serving public interest. He added that if Mr. Dempsey did not desire the information he was in a position to move that it be rejected.

With its preliminaries out of the way, each exhibit was introduced and identified by Mr. Beville with cross-examination by Mr. Dempsey and, without exception, admitted into the record. It was a long, drawn-out process.

Mr. Hennessey explained that the exhibits were being introduced and identified by Mr. Beville to lay a base for the testimony of subsequent witnesses, notably Program Vice-president Royal. (See special article on Beville testimony).

When Mr. McNinch asked whether it would be unduly burdensome to prepare a breakdown of correspondence as to the percentage of letters critical of programs, Mr. Hennessey asserted that this material was not available for any current period. Mr. McNinch observed that he did not desire to be critical but that he could attach little importance to the breakdown of fan mail received by NBC, covered in one of the exhibits, if he did not know the number of complaints received.

Upon conclusion of his explanation of the exhibits, Mr. Beville was questioned by Chairman McNinch in connection with complaints received against particular programs by the network.

Mr. Beville said that he did not make any tabulation of letters of complaint and his statement was amplified by Mr. Hennessey who asserted that from the statistical standpoint it had been found in the past that tabulation of letters of complaint was cumbersome and had been discontinued. He added, however, that Mr. Royal would be in a position to testify generally in connection with programs and program reactions and that possibly much of the data sought by Mr. McNinch would be supplied by the program vice-president.

Workings of Program Department Explained

Mr. Royal, NBC vice-president in charge of programs since 1931, and former manager of WTAM, Cleveland, was NBC's principal witness on programming operations, taking the stand Nov. 18.

The Program Department of the network comprises some 500 people, stationed throughout the country. It develops approximately 110 hours of programs per day for the two major networks and supplementary groups. The job, he said, is to make the "NBC chimes mean something" and to keep NBC programs the "hallmark of quality".

The Program Department operates with a budget for the current year of $5,200,000, he said. Departmental expenses amount to $1,682,000, with talent expenditures on a sustaining basis including special events representing $1,375,065 of the budget. The remaining $2,223,178 is for orchestras.

Expenditures for talent, Mr.

Listener Preference for Net Programs Is Claimed by NBC at Federal Inquiry

LISTENERS by and large prefer network programs, both commercial and sustaining, to those of local origin on independent stations, according to testimony offered the FCC Chain-Monopoly Committee Nov. 16 by Hugh M. Beville, NBC chief statistician.

In introducing some 30 exhibits dealing with broadcast studies, Mr. Beville sought to lay a foundation for testimony of future witnesses for NBC during the hearings.

One exhibit showed that the American family, with an average income of $1,160 a year, which comprises about one-half of the radio families in the country, expends only about $38 a year or 58 cents a week for recreation. This study was based on compilations made by the National Research Committee, Mr. Beville testified.

Many of the exhibits were based on data introduced at previous FCC hearings dealing with broadcasting. One of these showed that the average listening time per family is about 4½ hours per day. Rural families listen on an average of 4.78 hours and urban families 4.75 hours.

Foreign Ownership

Exhibits dealing with foreign radio in comparison to American showed that in the United States there are 290 sets per thousand population against between 150 and 200 sets for Denmark, Great Britain, New Zealand and Sweden; 135 for Germany; 35 for Japan, and 18 for Italy.

A steady decline in the percentage of total program hours produced by NBC networks in New York and a corresponding growth in program origination from other points was depicted. In 1930, 65.6% of NBC's programs came from New York, whereas in 1937 the figure was only 37.6%. In 1930, Chicago produced 7.7% as against 24.4% in 1937. From Hollywood, first programs shown were in 1934 when 0.3% of the programs emanated from the movie capital. In 1937 Hollywood originated 7.1%. Approximately 20% of the programs come from San Francisco and the balance from other points.

Results of telephone surveys made in connection with broadcasting time and program mentions by listeners of network stations as compared with non-network stations were analyzed by Mr. Beville in concluding his testimony. The study was a comparison based on commercial stations in New York, Chicago and Los Angeles, broken down by network commercials, network sustainings and all programs on non-network stations. The broadcasting time phase was based on telephone survey made in March, 1938 and the program mentions on a special tabulation by Cooperative Analysis of Broadcasting (CAB) based on interviews during the period from October, 1937 to April, 1938. In the three cities, combined network commercials during the day totaled 205.25 hours and there were 11,017 mentions by listeners. Network sustainings consumed 643 hours and received 7,284 mentions. Non-network stations consumed 1620.75 hours and received 2,778 mentions.

During the evening, network stations broadcast 217 commercial hours and received 19,367 mentions. Sustaining programs consumed 448 hours and received 7,141 mentions. Non-network programs amounted to 971 hours and received 1,753 mentions.

Commercial Hours

Broken down to percentage of total hours and total mentions, network commercials during the daytime accounted for 8.3% of the hours and 52.2% of the mentions. Network sustainings accounted for 26.1% of the hours and 34.6% of the mentions. Non-network stations accounted for 65.6% of the hours and 13.2% of the mentions.

During the evening, network commercials represented 13.2% of the hours and 68.5% of the mentions. Network sustainings contributed 27.4% of the hours and 25.3% of the mentions. Non-network stations represented 59.4% of the hours and 6.2% of the mentions.

Totaling these figures, for both day and night, network commercials represented 10.3% of the hours and 61.6% of the mentions. Network sustainings amounted to 26.3% of the hours and 29.2% of the mentions. Non-network stations contributed 63.1% of the hours and 9.2% of the mentions.

These figures were based on a total of 46,920 interviews. Of these half were made during the day and the other half at night.

Corresponding breakdowns showing generally similar results were presented for the 23 stations in metropolitan New York, contrasting the network stations against the non-network stations and also for the 13 stations in Chicago and the 11 stations in Los Angeles.

Some 30 exhibits were introduced and identified by Mr. Beville. These covered such matters as consumer incomes in the United States; the educational status of United States adult population; expenditures of consumer income; U. S. radio ownership, set sales and average cost per set; growth of population, telephones, passenger cars and radio families; growth of automobile and extra home sets as of Jan. 1, 1931-1938; number of families by size of community income group and time zone; median hours of listening both rural and urban; percentage of sets in use in each income class in 33 cities; median hours of listening by income groups in rural areas; growth of NBC audience mail response from 1922-1937; countries having more than 40,000 radio receiving sets according to rank; countries having more than 10 radio sets per 1,000 population according to rank; proportion of time devoted to major program types by NBC and six European broadcasting systems, based on data compiled by the International Broadcasting Union and the FCC program questionnaire of 1937; total hours devoted to major program types by NBC and six European broadcasting systems; comparison of per cent of time devoted to dance music and serious music with degree of radio ownership of NBC and six European nations; percentage of live talent musical programs broadcast by United States and foreign broadcasting stations; a map showing NBC studio facilities and field equipment available for use in production of NBC programs; a chart showing typical extent of NBC multiple network program production; a map showing an example of NBC multiple network program production; origin of NBC network programs as a per cent of total hours; origin of NBC network program hours by cities from 1930-1937; originating points for NBC network programs during 1937, showing a total of 19,842 program hours; analysis of NBC program hours by major types from 1932-1937; a chart showing NBC network program hour totals by major types from 1932-1937; a comparison of program structure of 633 U. S. stations vs. network programs carried by NBC key stations for the week of March 6, 1938; an analysis showing broadcasting time and program mentions by listeners to networks compared to non-network stations in New York, Chicago and Los Angeles in Oct., 1937 and April, 1938; a chart of the morning audience in metropolitan New York on March 29, 1938, and a breakdown of program schedules of metropolitan New York stations March 29, 1938.

Royal explained, do not include fees paid artists on commercial programs or programs originated in other ways, such as transoceanic features.

He estimated the cost of talent on commercial programs amounts to about $15,000,000. If this figure were combined with the production costs of the advertising agencies, costs involved in other program pickups both here and abroad, and the expense entailed in maintaining the organizations putting on these programs, the radio talent bill probably would amount to $100,000,000 a year.

Tracing the development of programming operations, Mr. Royal said that in the early days the stations themselves handled production of commercials along with sustainings. Since then many advertising agencies have developed and maintained large forces of writers, producers and other talent, so they actually maintain miniature broadcasting organizations. Networks today, as a consequence, build few programs for commercial sponsorship.

In the early days the cost of the actual facilities was the largest expenditure factor, he said. Now, in many cases, the talent cost is far in excess of the time cost. He estimated that he knew of one or two programs which cost between $20,000 and $30,000 to produce for a single performance. Costs will drop to $500 or $1,000 for other programs which do not use name talent and where perhaps only one individual is involved.

Many Broadcasts For Federal Departments

Mr. Royal explained in detail the ramifications of the Program Department operations not only in New York but in Hollywood and Chicago. Recently there has been great expansion by virtue of the new programming service given over to international broadcasts under Vice-President Frank E. Mason. Moreover, he pointed out, approximately 1,000 programs regularly are broadcast for governmental agencies and departments. That, he said, could not happen anywhere else in the world.

Delving into television, Mr. Royal explained that the Program Department is cooperating with NBC engineers on a 24-hour basis. The effort is to develop technique for this budding offshoot of radio. He explained there are various experiments in clothing, make-up, color and light. Asserting the work was most interesting, he said, however, it takes a lot of money and time. "We hope for great things in the future," he remarked.

Mr. Royal described the functions of various other officials in the Program Department. Phillips Carlin, sustaining program director, is his chief assistant, he declared. He explained that Mr. Carlin was one of the pioneer announcers of the "great team of McNamee and Carlin". Then he continued, "Carlin became an executive, while other announcers became wealthy."

Mr. McNinch asked Mr. Royal his conception of what constituted an educational program, observing that the term had been "bandied about". Mr. Royal said he felt that if a program will increase knowledge, stimulate thinking and cultivate discernment, then it is educational. He agreed with Mr. McNinch that if a program increased the appreciation of any of the arts, it could be classified as educational.

A FEW of the broadcasters attending the opening of the Chain-Monopoly hearing. Left to right: Arthur B. Church, KMBC, Kansas City; James W. Baldwin, WGH, Newport News, Va.; Father James A. Wagner, WHBY-WTAQ, Green Bay, Wis.

The NBC Music Library is one of the most complete in the world, comprising over a half-million compositions, Mr. Royal asserted. In this connection he mentioned the recent agreement with the American Federation of Musicians, pointing out that all musicians employed by NBC are members of that union. The agreement, he said, resulted in an increase of about $700,000 a year in musicians' salaries at NBC alone. He described the relationship with AFM as a most friendly one.

A brief explanation of copyright as it affects radio was given by Mr. Royal. He explained the NBC contract with ASCAP covered only small rights as distinguished from grand rights.

Chairman McNinch again interrupted with a request that there be no "padding" of the record. Explaining that all commissioners would have to read the record, he said that while he did not want to limit the testimony he felt that every effort should be made to restrict examination to facts.

"Conclusions that simply sum up to statements that you have the greatest organization," he said, "are conclusions to be drawn by the Commission." He asked that witnesses refrain from "self-praise" and that questions be directed to minimize and so far as possible eliminate those aspects.

Talent Developed By the Networks

Immediately thereafter, Mr. Hennessey sought to ask questions which would draw direct answers.

Mr. Royal asserted that NBC was constantly on the alert for new talent and that it did not limit its scouting efforts. The only yardstick, he said, was to find material which NBC felt was suitable for the radio audience.

Networks have created and developed a vast amount of talent in many ways, he said. He added they have brought to this country artists who might never have appeared here otherwise. In the pre-radio era, minstrel shows were events in many towns. Now the radio brings the minstrels and the circus to the fire-side every night.

Mr. Royal argued in favor of exclusiveness, declaring it fundamental in the entertainment field. NBC, he said, also seeks to procure scripts on an exclusive basis. As for talent, certain types of performers because of distinct personalities are of definite value if exclusive to a network or a station, while others are not classified that way, he said.

Mr. Royal said scripts are important. "Material will make stars but stars do not make material," he said, adding that the man who can write and make entertainment is valuable to radio.

Mr. Royal explained Paderewski's recent and only radio performance for the American audience. In the past, he said, Paderewski has refused to make a radio performance though the report was current that he would make an engagement for $25,000. When word was received that Paderewski was interested in a radio appearance, Mr. Royal said he contacted Managing Director Engles of the Artists Service who asked him how much he would be willing to pay. Mr. Royal quoted a $10,000 figure and within two hours Mr. Engles had contacted Paderewski in Switzerland and made the arrangement.

Educational Programs Of NBC Are Listed

Contributions of NBC in various cultural fields, including music, education and the other arts, were enumerated by Mr. Royal. The orchestra developed for the Toscanini broadcasts costs $378,000 per year, not counting the maestro's fee.

Placed in the record were lists of educational programs broadcast over the NBC Network; special pickups on the *National Farm & Home Hour*, radio cooperating organizations on the *National Farm & Home Hour*, and agricultural leaders who have appeared over its networks.

Mr. McNinch inquired whether NBC has any regular arrangement with labor groups regarding broadcasts which parallel those in the fields of religion, education and agriculture.

Mr. Royal explained that labor groups are accommodated whenever special requests for time are made but that the "lack of uniformity in labor" has not been conducive to a regular arrangement. Labor is spread over a very wide field, he pointed out, citing an instance recently in which the Pullman porters union wanted time. If they had been given a regular period, he said, every other subdivision under the American Federation of Labor would be in a position to make similar requests. Matters of that kind, he said, are handled with heads of labor organizations.

[Following this examination, it was learned that the FCC unofficially checked with the American Federation of Labor headquarters in Washington to ascertain whether it had had any difficulty with NBC or other networks in connection with clearance of time for labor talks. It was learned authoritatively that the response was that it had never had any trouble in that regard.]

Effort Made to Diversify Programs

Resuming his testimony at the afternoon session Nov. 17, Mr. Royal said every effort is made by NBC for program balance. For example, he said it will rarely be found that a program featuring a comedian will be followed by another of the same type. Diversification is sought throughout the program day.

Respecting duplication of programs, he said that only outstanding events such as an address by the President, World Series games, or similar events, warrant duplication of the same performances over more than one network. For example, he said, when Chairman McNinch made his address Nov. 12

DYNAMITE IN CHICAGO!

Get the impartial survey that blasts all prejudices on Chicago radio! Write for it—read with an eye to fall business! The sensational truth about a market you *can't touch* without

WGES - WCBD - WSBC

WORLD'S GREATEST TOBACCO MARKET!

Planter Pete says:

"Just announced: The Wilson Tobacco Market has paid out over $15,000,000 to farmers so far this season."

WGTM WILSON, N. C.

REPS: Bryant, Griffith and Brunson, Inc.

2,300,000 New Englanders

comprise the potential listening audience of station

WLAW

Lawrence, Massachusetts

680 Kilocycles 1,000 Watts

on the status of FCC affairs, it was carried by three nationwide networks.

There is no one type of program that will satisfy all of the audience, he declared. In addition to fan mail response, it is the policy of NBC to check with station managers on reactions to programs and in that way ascertain popularity.

Mr. Royal said it was NBC's policy not to broadcast transcriptions over the network. He said they have a definite place over individual stations for both programming and economic reasons. A good program by transcription is much better than a live talent program of inferior quality, he asserted, adding that there is a "psychological factor" in favor of the live talent performance.

Mr. Royal explained NBC tries to keep posted on broadcasting conditions throughout the world and that it is his annual custom to visit Europe or some other continent to appraise broadcast operations. Other members of the NBC staff also are assigned for foreign surveys intermittently.

Mr. Hennessey diverted from his examination to bring out that on the preceding day it had been testified that NBC made no analysis of letters criticizing programs. He said since then he had discovered that there was a breakdown for 1935.

Questioning Mr. Royal apropos this breakdown, he brought out that in 1935 NBC received 4,223,-139 letters. Of these, 515,296 related to sustaining artists; 3,257,-689 had to do with commercial performances; to NBC direct came 450,154 pieces of mail.

In this latter field, there were 131,920 letters of appreciation; 9,966 letters of constructive comment and only 6,467 of "adverse criticism." Of the balance, 229,427 were requests for offers made over the air; 7,197 were requests for information; 28,027 were requests for invitations to NBC studio performances, and 36,874 were responses to contests.

The letters of criticism were rather general and because the number was so small and the comments so general, it was felt there was no point in continuing the annual breakdown. All letters of criticism are answered as a matter of policy, he said.

Complaints Received By FCC Classified

Mr. Royal emphasized that NBC operates under definite program policies originally set out by the Advisory Council when it was created in 1926 at the time of the establishment of NBC.

Assistant General Counsel Porter took up the cross-examination of Mr. Royal, particularly in connection with program complaints. Mr. Porter said the FCC receives a large number of complaints, which can be classified. He enumerated these as (1) complaints about advertising continuity in programs; (2) complaints of too much sensationalism and "nerve-wracking" matter, notably among children's programs; (3) those involving moral factors and in the "wise-cracking" category, and (4) specific program complaints such as those occasioned by the "Mexican Love Song" of several years ago, Mae West and the *Beyond the Horizon* broadcasts.

Regarding advertising continuity, Mr. Royal said that this type of complaint does not bulk particularly large, from his own observations. If a program is good, the amount of advertising does not seem to bother the audience. Advertising these days is so interwoven in programs that it is difficult to draw the line. He declared that NBC has an advertising acceptance department under Miss Janet MacRorie and that all continuity is very closely checked. Whenever it is thought that advertising credits are excessive, the agency is informed and NBC assumes full control, he said.

Asked what method of checking on the amount of advertising continuity is employed, Mr. Royal said that the only rule is that of "good judgment" and that NBC in all instances maintains control over programs.

"When there are abuses or violations of what we believe to be in good taste and judgment, we very quickly call it to the attention of the account," he said. He added that the tendency now appears to be toward clever advertising and there has been a great deal of improvement during the last few years. He said there was no specific limitation on the amount of advertising in programs.

Mr. Royal said there have been complaints about children's programs and other programs from the standpoint of too much sensation and that NBC is endeavoring daily to solve them. It is working in conjunction with the Child Study Association and the Parent-Teachers Association, but he contended that the number of criticisms is not great.

Strict Rules Govern Prize Contests

He agreed there are more who praise programs than condemn them, after Mr. Porter had brought out that whenever the Commission receives complaints of particular programs these are followed with commendations from organizations and individuals which tend to offset the complaints. Declaring he thought the children's hour programs on the whole were "very good", Mr. Royal said that the NBC campaign is one of caution. He agreed that the Dick Tracy program has been justifiably criticized at times but he said that children have been excited for many years—long before radio's advent and that "radio should not be blamed for all excitable children—or adults."

Mr. Royal said he is acquainted with many of the prize contests on the air but that he was not familiar with any great number of complaints regarding them. In this connection Mr. Porter brought out that complaints received by the FCC in connection with prize contests usually were that they had not been correctly judged and that many of the writers felt they should have won prizes. Very strict rules on the announcement of prize contests are invoked by NBC, Mr. Royal said, and the network insists that the advertisers deliver the prizes.

Considerable cross-fire resulted following Mr. Porter's question regarding complaints dealing with morals and "wise-cracking" remarks. Mr. Royal said he felt NBC programs were free from moral taint but that there had been situations growing out of "wise cracks". NBC has a rigid ban on ad libbing. If performers attempt to ad-lib, production men have definite instructions to "push the button" which he said means cutting them off the air. This has not been done often but nevertheless is the rule.

Pursuing particular program complaints, Mr. Porter mentioned the "Mexican Love Song", which precipitated an avalanche of complaints from Catholic organizations on the ground that it was obscene. Mr. Royal said he was familiar with the program but that it was in Spanish and he said few people understood it.

Mr. Porter next mentioned the Mae West episode in the Edgar Bergen program and Mr. Royal agreed that it might fall in the wise-cracking classification.

The question shifted to political broadcasts and Mr. Royal asserted it is the definite NBC policy to give members of Congress and others in public life the time for which they ask. There have been complaints about NBC being "pro this or that" but the network seeks to pursue this fixed policy of equal opportunity to all parties on all subjects.

Mr. Royal did not agree that most of the complaints were in connection with commercial programs but said that a very large number of them dealt with commercial programs since those programs constitute the largest part of the program structure.

Alluding to the commentaries of William E. Cameron on the *Ford Sunday Evening Hour*, Mr. McNinch inquired about NBC's policy regarding opposition viewpoints and equal opportunity in commercial programs. Mr. Royal stated it is the definite policy of NBC to insist that its clients in commercial programs permit any person requesting time to answer such comments. If the sponsor does not give the time, then NBC allows it to go on sustaining. He recalled two such instances—both occurring in the Hugh S. Johnson commercial sponsored last season by Groves Bromo Quinine.

"We insist that the client must give both sides of the story," Mr. Royal asserted.

When Chairman McNinch asked about such talks as those of Mr. Cameron on the *Ford Hour* in which he enunciates certain economic and social philosophies, Mr. Royal quickly retorted:

"I can't answer that—the program is on Columbia."

Mr. Royal said the greatest deluge of complaints ever received by NBC within his recollection, was in connection with a sustaining program. It was several years ago when Notre Dame was playing Army and the ball was on the one foot line with one minute to play. NBC cut it off to make way for another program.

Judge Sykes raised the question of what constitutes "taking the name of the Lord in vain" in connection with the recent *Beyond the Horizon* broadcast over an NBC Blue Network, which provoked quite a furor. Mr. Royal said that if there was any responsibility he was responsible because he had approved the program as condensed for radio consumption. He maintained the ejaculation "you can go to hell if you want to" was not profanity because the person who used the line was a "God-fearing man" and that it was in the nature of a religious exclamation. Mr. Royal said the same version of *Beyond the Horizon* had been performed by 60 or 70 churches, dramatic schools and other organizations throughout the country.

Methods of Selecting Programs Reviewed

Taking up the examination, Mr. Porter pointed out that several times during the same performance the phrase "my God" was employed and he inquired whether that constituted profanity in Mr. Royal's judgment. Mr. Royal replied in the same way—he felt it was not profanity because the person was a religious figure and therefore did not indulge in profanity.

With Mr. Royal still on the stand, the hearings were recessed until Nov. 22.

The second week's hearings were convened Nov. 22 with the fourth committee member—Commissioner Walker—present for the first time. He had been in New Orleans attending a utilities convention. The former Telephone Division chairman immediately injected himself into the proceedings by questioning Mr. Royal, who resumed the stand for cross-examination.

Responding to Mr. Dempsey, Mr. Royal said that there was no definite amount of time divided between network and local programs on NBC-owned and operated stations but that there was taken into account the fact that a certain amount of programs of local origin

McNINCH VIOLATES
A Tradition of Radio With Overtime Speech

RADIO's split-second timing was ignored Nov. 19 by none other than the No. 1 radio regulator—Chairman Frank R. McNinch of the FCC. Allotted 15 minutes of the half-hour scheduled by CBS for the pickup from White Sulphur Springs during the NAB Fourth District Meeting, the fiery FCC helmsman discovered he had not only utilized all of his own time, and about eight minutes allotted to a succeeding speaker, but also six minutes beyond the scheduled half-hour. Though he had a prepared address (see article elsewhere in this issue) he extemporized most of the address and forgot the clock.

Don S. Elias, head of WWNC, Asheville, who was to have followed Chairman McNinch with the closing eight-minute talk, began slashing the manuscript over which he had labored all day, as the clock ticked up. Finally, when the scheduled time had expired, he "eliminated" his speech entirely.

When the broadcast was signed off, Mr. Elias was called upon by John A. Kennedy, WCHS, Charlestown, Fourth District director and chairman, for his undelivered address. Mr. Elias, famed as a wit, chided Chairman McNinch, a fellow North Carolinian, on his transgression of a cardinal radio requirement—timing. He also observed to the amusement of the Chairman and the delegates and their ladies, that Mr. McNinch's network inquiry currently in progress is delving into duplication of network programs, yet the chairman himself on Saturday, Nov. 12, delivered an address carried over the combined NBC-Red, CBS and MBS networks.

was essential. This division is left to the discretion of the local managers and to Alfred H. Morton, manager of NBC's operated stations.

The 15 M & O stations under NBC jurisdiction are required to carry certain specified sustaining programs, particularly in the fields of religion, education and fine music, Mr. Royal declared. Asked whether such programs in the sustaining category were ever scheduled on network optioned commercial time, Mr. Royal explained that affiliated stations have a right to refuse any program offered. They might reject a sustaining or a commercial because of programs of local origin or because of other commitments.

Mr. Royal made it clear that the managed and operated stations under the executive direction of Mr. Morton look to him for orders on programming operations. He said he was not aware of any network accounts which had been rejected by M & O stations.

The practice of "weaving advertising" into entertainment was raised by Mr. Dempsey and Mr. Royal asserted that he knew of "no stigma" which attaches if it is well done. He concurred in Mr. Dempsey's observation that the trend is to make advertising more entertaining not only in radio but through use of comic strip ads in newspapers. Mr. Royal asserted, however, that he was not an authority on advertising in media other than radio.

NBC seeks to maintain a program balance between the Red and the Blue, operating each network separately and competitively, Mr. Royal said. It does not seek to build its programs around commercial schedules but rather to balance the entire menu whether commercial or sustaining so that there will be pre-determined diversification of music, drama, news, etc. A dramatic program of a half-hour will be rehearsed for four or five hours before going on the air, Mr. Royal said. This is far less time than normally used in rehearsals for legitimate performance, he said, since scripts are used on the air.

Waiver Used in Script Acceptance Introduced

Mr. Dempsey produced a mimeographed form which became the subject of considerable debate between counsel. It developed that the form was a waiver used by NBC before accepting scripts or program ideas from the public which would save the network entirely harmless from any action. A letter from Ken Robinson, continuity editor in Chicago, to Catherine L. Reagan of Cedar Rapids, Ia., dated Oct. 28, 1938, was introduced.

The letter brought out that the script submitted had not been read and that unless the writer waived all claims, it would be returned. It was pointed out that almost all of the ideas submitted voluntarily to NBC contained program thoughts already developed and that the network preferred not to examine them without the waiver under which the writer would relinquish all rights. The mimeograph waived all claims to any rights by the writer and also provided that compensation would rest entirely in the discretion of NBC.

Questioned regarding this policy, Mr. Royal explained that he, in the final analysis, supervised all program matters. Previously he had stated he had never seen this particular waiver. He added, however, that unquestionably this policy was pursued to protect NBC against plagiarism and copyright infringements.

Mr. Dempsey questioned Mr. Royal at length on program competition between the Red and Blue networks. Every effort is made to carry on keen competition between the two groups, Mr. Royal explained, and each program is designed to take listeners from all other programs on the air at the time. On questioning he said they try to make a Blue sustaining program good enough to draw audience from a competing commercial on the Red.

When Chairman McNinch, who had entered the hearing room a short time before, asked how NBC could compete with itself under its common ownership and direction, the witness explained that it can be done in a large organization. In replying to Mr. Dempsey, he said no distinction is made between NBC employes who work on the Red and Blue networks.

Tells How Foreign Programs Are Handled

Mr. Royal responded to questions about network coverage and program rankings by explaining he was not qualified as an expert on these topics.

Regarding foreign pickups, Mr. Royal said NBC, as other networks, has a program exchange agreement with British Broadcasting Corp. but merely has exchange arrangements with other countries. In the case of Germany and Austria, NBC has first refusal rights, he said. He denied that NBC had any agreement with RCA for exclusive use of facilities to carry foreign programs.

Asked if NBC obtained a scoop on the four-power Munich pact because RCA refused facilities to other networks, he entered an absolute denial and said NBC beat the others because "the others just didn't have the material". Other communications facilities such as A. T. & T. lines were available, he added.

On redirect examination Mr. Royal explained the importance of the local station manager in selection of network programs. They are part of the organization and keep it advised of their wishes, he said. When Mr. Dempsey objected that Mr. Hennessey was attempting to lead the witness with questions, Chairman McNinch injected an aside to the effect that Mr. Royal was an "extraordinarily intelligent witness and may not need much guidance."

Local managers write in "no unmistakable terms" their opinions of programs and their desires, Mr. Royal continued. About 50% are active in their expressions and his department endeavors to excite expressions from the others by telegrams and such.

Mr. Dempsey returned to the subject of controversial broadcasts and Mr. Royal repeated that NBC has no editorial policy and feels a responsibility to the public to give the other side an opportunity to answer when it presents controversial matter.

Commissioner Sykes asked if WJZ and WEAF present local programs, Mr. Royal replying that they present many local commercials and occasional local sustaining programs.

As another NBC exhibit, Mr. Hennessey placed in the record a program analysis for NBC networks covering the year 1937. Of a grand total of 19,842 program hours during the year the analysis showed that 13,893 were sustaining and 5,949 were commercial. Music constituted 11,847 of the hours, of which 10,204 were sustaining; drama made up 3,462 of the total of which 2,606 were commercial and 856 sustaining; talks totaled 1,567 hours, of which 1,156 were sustaining and 411 commercial; news 689 hours, with 448 sustaining and 241 commercial; spots 293 hours, with 222 sustaining and 71 commercial; comedy 708 hours, with 336 sustaining and 372 commercial; women's pro-

NEW HIGH for district meetings of the NAB was recorded by the Fourth District in session at White Sulphur Springs, W. Va., Nov. 19-20, FCC Chairman Frank R. McNinch and David Sarnoff, RCA-NBC chief, were impromptu off-the-record speakers at the Nov. 19 session, while Chairman McNinch broadcast over a nationwide CBS network that evening. Seated (l to r) around the table: Harry C. Butcher, CBS Washington vice-president; John New, WTAR, Norfolk; J. H. Field Jr., WPTF, Raleigh; Maj. Edney Ridge, WBIG, Greensboro; Ben S. Fisher, Washington attorney; H. B. McNaughton, WTBO, Cumberland; R. H. Mason, WPTF, Raleigh; Joseph L. Miller, NAB labor relations director; John E. Thayer, WWNC, Asheville; C. T. Lucy, WRVA, Richmond; Junius P. Fishburn, WDBJ, Roanoke; Don S. Elias, WWNC, Asheville; R. P. Jordan, WDBJ, Roanoke; Frank Kesler, WDBJ, Roanoke; Chairman McNinch; John A. Kennedy, WCHS, Charleston, NAB director and chairman of the sessions; Neville Miller, NAB president and Mr. Sarnoff.

Standing: Ovelton Maxey, WRTD, Richmond; Howard L. Chernoff, WCHS, Charleston; George W. Smith, WWVA, Wheeling; A. J. Kelchner, WMMN, Fairmont; Campbell Arnoux, WTAR, Norfolk; Lincoln Dellar, WBT, Charlotte; E. S. Whitlock, WRNL, Richmond, and F. M. Russell, NBC Washington vice-president. Arriving too late for the photograph were E. J. Gluck and Paul Norris, WSOC, Charlotte.

Sarnoff, McNinch At NAB Gathering

BROADCASTERS comprising the fourth district of the NAB—the two Virginias, North Carolina, Maryland and the District of Columbia—were treated to a surprise menu Nov. 19 when they were addressed by two of radio's foremost figures—Chairman Frank R. McNinch of the FCC and David Sarnoff, president of RCA and chairman of the board of NBC.

At the opening luncheon session at the Greenbrier, White Sulphur Springs, W. Va., Chairman McNinch agreed to make an off-the-record address to the some 30 assembled broadcasters, upon request of Chairman John A. Kennedy, WCHS, Charleston, Fourth District director. He was followed by Mr. Sarnoff, who was vacationing at White Sulphur and had no advance notice of the broadcast sessions. Mr. Sarnoff likewise discussed current radio in a confidential but illuminating fashion.

Business sessions behind closed doors were held Nov. 19 and 20. Neville Miller, NAB president, discussed the work of the organization and plans for the campaign ahead. Joseph L. Miller, NAB labor relations counsel, analyzed the new wages-hours law as it affects broadcasters.

Mr. McNinch was the principal speaker at a banquet Nov. 19 broadcast over a nationwide CBS network. President Miller also delivered a brief address in which he carried listeners behind the scenes in broadcasting and explained how meetings are held by broadcasters in the 17 districts into which the country is divided for the purpose of improving broadcast service.

Radio Turns to Milk

SWEET MILK is making a bid for recognition as the official broadcasters' beverage. It started the night of Nov. 18 when a contingent of Washington broadcasters boarded the C & O for the White Sulphur Springs meeting of the 4th NAB District. Chairman McNinch of the FCC, guest speaker and ardent milk addict, joined the group in the Club Car, and the milk-rounds commenced. Several of the broadcast participants admitted they were indulging for the first time since childhood. And at the banquet the following evening from which a nationwide CBS broadcast emanated, District Chairman John A. Kennedy had only one mike before him, but there was a battery of a half-dozen glasses of milk. Chairman McNinch, in running overtime on his White Sulphur broadcast, consumed eight minutes of the Pet Milk commercial on CBS.

grams, 398 hours, with 150 sustaining, 248 commercial; children's 638 hours, with 281 sustaining and 357 commercial, and religion 240 hours, all of which was sustaining.

The analysis also broke down the same figures percentagewise for NBC as a whole. There were also hourly breakdowns and percentage breakdowns for NBC Red and Pacific Red networks and the NBC Blue and Pacific Blue networks.

Hanson Traces Technical History of Radio

Upon completion of Mr. Royal's cross-examination, Nov. 22, O. B. Hanson, vice-president and chief engineer of NBC, was called and began reading a 90-page prepared statement, tracing the technical history of broadcasting in this country and the part NBC has played. He resumed reading of the statement the following morning and before he had proceeded very far, Chairman McNinch questioned the advisability of the long dissertation, observing he felt it was "a waste of time" and should simply be placed in the record.

A recess was called to discuss future procedure and it was decided that Mr. Hanson would be permitted to complete his statement but that hereafter all witnesses would be required to give testimony on a question-answer basis.

Chairman McNinch pointed out that while the procedure outlined for the hearing permitted prepared statements it has been found in practice that it is not best adapted for this type of hearing. Consequently, he said, the committee had formally decided to change the procedure and would instruct all future witnesses to forego prepared statements. Up to that time, it was pointed out, only Mr. Sarnoff and Mr. Hanson actually had read prepared statements. Mr. Sarnoff is subject to recall for cross-examination while Mr. Hanson's cross-examination was scheduled for Nov. 29.

The size of the audience in the commodious Government auditorium had dwindled to only 11 spectators, with some 15 or 20 people "behind the rail" as members of the committee or as counsel for active participants.

When Mr. Hanson finished reading his statement, which consumed about four hours, the committee recessed until Nov. 29 for the Thanksgiving holiday.

Tells of International Broadcast Development

In his detailed testimony, Mr. Hanson said the purpose of his presentation was to acquaint members of the FCC with the technical contributions made by NBC to the science of broadcasting; to trace the technical history of broadcasting in the United States, and to present factors which led to the development of sponsored programs as a means of economic support for broadcasting and from that, the development of broadcasting networks. It was largely a historical presentation except for discussion of current experiments and development in the visual broadcasting field with which he concluded his statement.

Mr. Hanson traced the history of broadcasting from the time Mr. Sarnoff, in 1915, first forecast its development through the present day. A score of exhibits was introduced along with transcriptions of certain developments.

Mr. Hanson explained that he first joined the staff of WEAF in 1922—four years before NBC was formed—as assistant to the station's engineer. The first transoceanic rebroadcast in 1925, the first outside pick-up by shortwave radio during the same year, and other firsts were enumerated in detail. Significantly, he pointed out that the first 50 kw. transmitter was installed for WEAF and designed by the General Electric Co. Andrew D. Ring, assistant chief engineer of the FCC in charge of broadcasting, installed this unit in 1927 as a member of the General Electric staff, he pointed out.

Mr. Hanson analyzed the development of NBC's international shortwave facilities which began in 1925 even before the formation of the network and under the direction of its parent RCA.

NBC's engineering department now has 481 employes, of whom 338 are engaged in routine technical operations in the field, in studios and at transmitters. Of the balance, 64 are technical specialists at headquarters.

Mr. Hanson dwelt at length on television, which he described as a phase of engineering work which is becoming more and more important. It was 10 years ago, he pointed out, that NBC engineers directed their attention to television studios, working jointly with RCA engineers on early experiments. Then the transmission was of a 48-line picture whereas today the experimental transmissions are of 441-line images. Technically, television is 100 times more complicated than oral broadcasting, Mr. Hanson said, ascribing to this the reason for years of development. At present 35 engineers are devoting their entire time to television developments and operation in his company.

Mentions the Problems Confronting Television

When Mr. Hanson read "it has been stated and proved that chain broadcasting was the salvation of sound broadcasting" and that "without networks, the expensive programs now available to the American public would be impossible," Commission Counsel Porter objected and asked that the statement be stricken as a "conclusion." Mr. Hennessey agreed to its elimination.

Mr. Hanson stated further that television programming costs will far exceed sound costs because of added costumes, make-up, scenery, props, lights, complicated technique, increased rehearsal time and other factors. For this reason, he said, "networking of television programs is essential from an economic standpoint as well as being necessary to provide spontaneity." At this point, Mr. Porter again objected on the same ground but Acting Chairman Brown overruled the objection. Mr. Hanson continued that no facilities exist for the transmission of television material from city to city and that only two methods are known—by coaxial cable or radio relay. Neither facility is available nor yet developed, he said.

"Both methods appear to be expensive and may for some time be beyond television's ability to pay for either of them.

"Television is the largest new field which anyone has undertaken to develop since 1920. Under my supervision an engineering staff of 64 men, independent of the regular NBC technical operating staff of 338, is working upon the problem continuously. The work of these men is more effective because of our association with the RCA Mfg. Co. and its research laboratories, a tie which is of benefit not only to the two companies but to the industry as a whole.

"Within six months we will begin broadcasting in New York City the first regular television schedules, which at first will be limited to a few hours per week, as was the case with early sound broadcasting.

"As chief engineer of NBC, I consider it my duty to see to it that the symbol NBC stands for the same high standard of quality and reliability in television as it does in sound broadcasting today."

Documents Refused Admission as Evidence

Proceedings resumed Nov. 29 with cross-examination of Mr. Hanson. At the beginning of the session, certain NBC exhibits drew objections from Commission Counsel Porter, particularly an illustrated pamphlet, "The House That Radio Built", which Mr. Hanson had edited and which Mr. Hennessey had introduced to illustrate the development of studio facilities in NBC headquarters at Radio City, New York. In sustaining Mr. Porter's objection and ruling out the exhibit as evidence, Chairman McNinch declared against exhibits he described as "frills and advertising . . . puffing a particular company".

Other exhibits offered by NBC, and accepted for the record, listed various developments and operations of NBC in the radio field. A group of publications, admitted only by title and author and whose text was not to be considered as evidence, was offered to illustrate NBC's willingness to make the findings of its engineers and technicians available to the industry as a whole.

Mr. Porter questioned Mr. Hanson on points in his testimony, particularly on the early use of telegraph and telephone circuits in network operations and the extent of "cooperation" between different companies in the development of radio equipment. Mr. Hanson said that although there is an interchange of technical information between all companies, the NBC-RCA engineering staffs do not "formally" work together with the staffs of other companies.

He added that the "coordination" in 1926 made possible the use of the full knowledge "of the domi-

TELEVISION SCANS A FIRE

NBC Mobile Unit Happens on New York Blaze and Studio Staff Gets a Good View

FIRST television broadcast of a fire occurred Nov. 15, when a blaze broke out on Ward's Island in New York's East River directly behind the RCA-NBC mobile television unit which was taking experimental pictures of a new swimming pool in Astoria, Long Island. Cameras were hastily turned around to focus on the scene and the flames and smoke were clearly seen by observers watching the receiver in NBC's television studio in Radio City.

Clarity of the image, which was plain enough to be photographed, was said to be the best yet achieved from pickups from the mobile unit, which must be transmitted twice, from the mobile unit on an ultra-high frequency of 177 megacycles to the Empire State Bldg., and thence broadcast by the regular transmitter on 46.5 megacycles. This was the second television "first" that NBC has accidentally achieved, the other being the pick-up of the falling body of a stenographer who fell to her death from a building in Rockefeller Center directly before the camera which was experimentally broadcasting from Rockefeller Plaza at the time.

Diagonal lines are due to interference from the transmitter of WHN, New York, which is located in Astoria. Picture shows from front to back, fence, East River, burning buildings on Ward's Island and Triborough Bridge.

nant radio manufacturing companies of the day", which, he explained, included Westinghouse, General Electric, Western Electric, RCA and AT&T. After claiming that NBC was first to develop soundproof studios, Mr. Hanson was asked if his company did not take advantage of developments of other companies. "Yes, I daresay," he answered, "but we are usually two or three years ahead of them".

A technical discussion of the fidelity characteristics of Class A telephone circuits leased by the networks from A T & T, and of radio receiving sets, developed with Mr. Hanson on the stand during examination both by Mr. Porter and Mr. Hennessey. Mr. Hanson explained that the frequency characteristics of Class A circuits today are from 30 to 5,000 cycles and that there has been a material improvement in their quality from the standpoint of phase shift and noise since network broadcasting began in 1926. At that time he recalled the range of the line was from about 100 cycles to 5,000 with the improvement occurring at the lower end of the spectrum.

Explaining that the audible range of the average human ear is from 30 to 16,000 cycles, Mr. Hanson said that the difference between the 5,000 and 10,000 cycle high is not perceptible to most listeners and that they would normally notice only an improvement in quality but probably not realize the cause. Under present-day standards, Mr. Hanson said, 5,000 cycles is good quality.

B. F. McClancy, traffic manager of NBC since 1934, was called by Mr. Hennessey as the next witness. Formerly with several signaling companies and afterward with RCA Photophone, Mr. McClancy explained that his past experience has served him advantageously in his traffic duties at NBC because it is an "interlocking operation." Through his department scheduling and routing of all programs is handled along with maintenance of contacts with communications companies and associated stations on facilities.

Introduced was a contract between A T & T and RCA, dated 1926, which Mr. McClancy described as the first covering lease of program transmission facilities. He brought out that this contract was for a three-year period but that when CBS was formed the following year and procured a one-year contract, the NBC contract was likewise made on a one-year basis. He explained that local loops were furnished by A T & T subsidiaries and associates on the same basis as with A T & T.

Mr. McClancy offered an exhibit showing NBC payments to AT&T since the network began operation. The figures were: 1926 — $111,651.08; 1927—$1,338,812.45; 1928—$1,911,547.07; 1929—$2,183,443.38; 1930—$2,546,135.69; 1931—$2,799,916.71; 1932—$3,229,851.02; 1933—$2,659,912.05; 1934—$2,628,427.04; 1935—$2,635,878.11; 1936—$3,063,773.83 and 1937—$3,242,649.73.

He explained that in 1933 AT&T introduced new types of broadcast service, such as D, C and E, resulting in substantial reductions from Class A service. Moreover, he said that it was found possible, by virtue of improved quality of the lines, to drop the paralleling Morse wires, also resulting in cost reductions.

Mr. McClancy described the various classes of facilities furnished by A T & T, along with the growth of NBC's network circuits since 1926. "Every program that goes on the air is practically tailor-made, so far as wires are concerned," he said in explaining the by the network.

As the hearing recessed and BROADCASTING went to press Nov. 29, Mr. McClancy was explaining the functions of divisions of the NBC organization stemming into the traffic department.

18 Grid Remotes

IN A SERIES sponsored by the Minnesota Valley Natural Gas Co., KYSM, Mankato, Minn., followed Mankato football teams over three states, running up a remote mileage of more than 2,000 miles to cover 18 games involving 23 teams. Alternating at the microphone were Bob Kunkel, KYSM sports editor, and Fred Just, former U. of Minnesota grid star, who worked out a "relief" system in which Kunkel handed the local team's plays and Just, the opposition's. Remotes were carried from Stevens Point, Wis.; Mason City, Ia.; and Winona, Rochester, St. Cloud, Bemidji, Albert Lea, Waseca and St. Peter, Minn., during the season.

Atlass Stock Transfers

STOCK transfers, whereby Philip K. Wrigley becomes the largest though not controlling stockholder in WJJD, Chicago, and WIND, Gary, Ind., stations operated by Ralph L. Atlass, were approved by the FCC Nov. 28. Other stockholders in the new setup, under which Public Service Broadcasting Co. Inc. is licensee, are Ralph L. Atlass; Pauline S. Atlass, his wife (who died Nov. 24); Ralph Louis Atlass, his son; H. Leslie Atlass, his brother; Herbert P. Sherman, commercial manager of both stations [BROADCASTING, Oct. 1-15].

Chicago College on 15

CHICAGO Technical College, Chicago (instruction), is using five or 15-minute variety disc shows twice weekly on 15 stations. The list will probably be expanded during December. Critchfield & Co., Chicago, is agency.

Radio Hoax Alleged

A NEAR million-dollar radio hoax was revealed in Hollywood in mid-November with arrest of Leonard Cony, self-styled representative of the American Druggist Assn., who was charged with suspicion of grand theft, bunco and petty theft. Bail was set Nov. 21 at $500 with charges reduced to petty theft and trial set for Dec. 7. Cony, it is charged, began to set up a half-hour transcontinental radio show for the drug association and was arrested after Forrest Barnes, Hollywood writer, became suspicious. Approximately 50 radio and film actors were reported lined up for the series, to start Dec. 8 for 52 weeks. Cony is reported to have obtained loans from various principals in the deal at various times.

New Orleans Pact

WDSU, New Orleans, has entered into an agreement with Joachin Pipitone, president of the musician's union Local No. 174, of the AFL, to employ only union musicians. The contract, signed by Jack Uhalt for the station, stipulates that musicians must receive at least $25 a week, with a $40 minimum for pianists, for a work week of nine hours, 1½ hours of which must be put in daily within an eight-hour period. No Sunday work will be done by the union musicians. The contract, which runs until Jan. 16, 1940, was effective Nov. 14.

Dept. Store Tieups

CROWELL PUBLISHING Co., New York, is combining with various department stores in New York for joint promotion of Crowell's advertisers by Jean Abbey, *Woman's Home Companion* radio commentator, on her weekly program on WOR, Newark. Miss Abbey each week talks on one particular article and later that day makes a personal appearance in the department of the store where the article is sold. Geyer, Cornell & Newell, New York, is the Crowell agency.

Field Intensity Studies For Industry's Guidance

THE Engineering Committee of the NAB was requested Nov. 17 by the Research Committee to prepare an interpretive study of field intensity measurements, including if feasible a set of specifications to be used by radio engineers in making field strength surveys.

This was one of several matters handled by the Research Committee at its first meeting since reorganization held in Washington. Chairman Arthur B. Church, KMBC, Kansas City, presided.

Activities of the Joint Committee on Radio Research also were discussed. Five of the nine members of the Research Committee will participate in Joint Committee activity. No definite meeting of the Joint Committee, at which the whole subject of its activity will be surveyed, has been scheduled by President John Benson. Financing of the Committee's operations for 1939 has not yet been arranged.

Present at the Nov. 17 meeting, in addition to Mr. Church, were John V. L. Hogan, WQXR, New York; H. K. Carpenter, WHK, Cleveland; George Roeder, WCBM, Baltimore; Hugh M. Beville Jr., NBC, New York, representing Vice-President Roy C. Witmer; John W. Karol, CBS, New York, representing Vice-President Paul W. Keston; NAB President Neville Miller, and NAB Research Director Paul F. Peter, the latter two ex-officio members. In addition to Mr. Keston and Mr. Witmer, J. O. Maland, WHO, Des Moines, a committee member, was not present.

WWNC
ASHEVILLE, N. C.
Full Time NBC Affiliate
1,000 Watts
The Only Blanket Radio Coverage of Prosperous Western North Carolina
"The Quality Market of The Southeast"

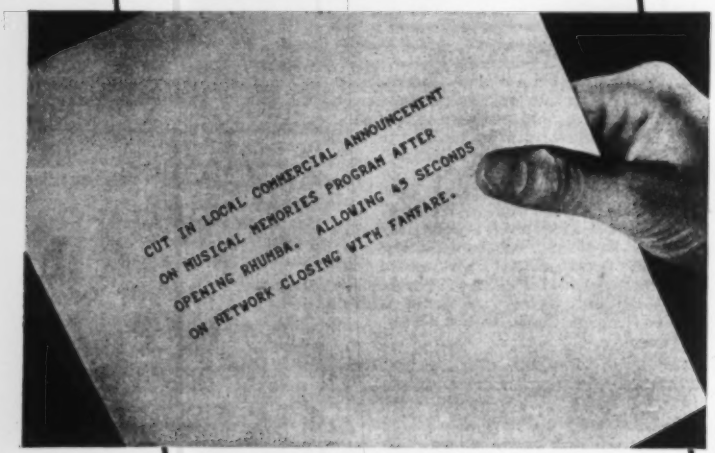
Christmas Seals
PROTECT YOUR HOME AND FAMILY FROM TUBERCULOSIS
BUY *them from your local tuberculosis association*
USE *them on your Holiday letters and packages*
The National, State and Local Tuberculosis Associations in the United States

Mr. Advertiser:
WBRE is not just a plug plodding along.
WBRE IS A SPARK PLUG.
If WBRE is not on your station list, then you are not hitting on all six in Wyoming Valley with its half million people within ten miles of us.
WBRE
NBC Red and Blue
WILKES-BARRE, PA.

WILKES-BARRE
in the heart of the Anthracite
PENNSYLVANIA

WRITE

MAKES RIGHT


CUT IN LOCAL COMMERCIAL ANNOUNCEMENT
ON MUSICAL MEMORIES PROGRAM AFTER
OPENING RHUMBA. ALLOWING 45 SECONDS
ON NETWORK CLOSING WITH FANFARE.

BY TELETYPEWRITER

BELL System Teletypewriter Service combines speed with accuracy for broadcasting networks. Two or more offices may communicate instantly back and forth—with written records of every message. Copies are made simultaneously for routing and filing.

Teletypewriter Service helps to smooth out the toughest problems of chain broadcasting. It works fast, when time counts. It delivers the right message—in writing!

McNinch States Free Radio Is Vital; Warns Against the Danger of Monopoly

A SURFACE calm appears to have pervaded the FCC during the last fortnight after an orgy of newspaper headlines screaming "purge" and "internal strife" with Chairman Frank R. McNinch as the chief performer.

The feeling that Congress is laying for the Commission is generally expressed, and all radio eyes are turned to the forthcoming session. It is felt just as strongly, that the FCC may be inclined to mete out a few resounding "socks" to the broadcasting industry before the session gets under way, perhaps as a means of diverting fire from itself.

Despite reports to the contrary, there appears little to justify the view that the so-called Commission factions have buried the hatchet. Four members of the Commission have been occupied with the network inquiry, while a fifth—Payne—has been in Florida. In one quarter, he was reported as being ill.

He Means Business

Broadcasters found little solace in the Nov. 19 address of Chairman McNinch before the Fourth District NAB meeting in White Sulphur Springs. Like his address of the preceding Saturday (both were broadcast nationally) he reiterated that the FCC meant business in the chain and monopoly investigation. He again said he did not plan to leave the FCC and return to the Power Commission until his "job is done".

So far as known, the immediate "purge" operation is ended, though there may be additional changes in the law department under the new general counsel, William J. Dempsey.

On Nov. 16 Chairman McNinch announced he had asked the Civil Service Commission to approve the separations from the FCC of Davis G. Arnold, former chief examiner, Melvin H. Dalberg, principal examiner, and G. Franklin Wisner, information expert, whose posts had been abolished. The CSC has the request under consideration, and already has conferred with the former officials. It is doubted that the actions will be reversed.

In his address Nov. 12, broadcast over the combined NBC, CBS and MBS networks, Chairman McNinch gave an accounting of his 13-month stewardship on the FCC. Discussing the "purge", he said "exactly seven" men lost their positions in his reorganization. He criticized the "misleading and downright inaccurate accounts" that a few of the newspapers published. He denied the "purge" was directed against Civil Service or the merit system.

Chairman McNinch denied any White House "influence" in FCC actions. He said neither the President nor any member of his family, nor any of the secretaries, "has ever made the slightest suggestion to me about granting any license or denying any license. Any assertion to the contrary is a bald misrepresentation."

Freedom of Speech

The President has, however, discussed policies with him, Mr. McNinch asserted, particularly "his determination to preserve the right of free speech, of a free press and liberty of thought."

Mr. McNinch said censorship by the FCC or by any other Government body is "impracticable and definitely objectionable. It runs directly counter to the genius of our Democracy. As far as I know, no one has advocated Government censorship. But if, perchance, any such measure should be brought before the Congress for consideration, a deep conviction would impel me to do battle against it. Out of any such Pandora's box would spring to plague us innumerable and unimaginable evils."

Declaring broadcasters must "censor themselves", Chairman Mc-

$7.85 per month Buys $135 PROMOTION PIECE

for LOCAL BUSINESS

Convincing Copy ☆☆☆
Attractive Artwork ☆☆☆
Captivating Colors ☆☆☆
Join 52 Stations *now* profiting by this plan. Send for complete details and *free* samples!

Adrian James Flanter
132 West 43rd Street
New York City

MANAGER: .....
STATION: .....
CITY: ..... STATE: .....
PASTE COUPON ON PENNY POSTCARD

WCBS
The Salesway to Central Illinois.
NATIONAL REPS. SEARS AND AYER CHICAGO NEW YORK
SPRINGFIELD ILLINOIS
ASSOCIATED WITH THE ILLINOIS STATE JOURNAL
ILLINOIS 2nd MARKET

Ninch asserted this is so "even if now and then it costs them money". He said he understood the three national networks are studying children's program and bedtime stories to preserve or build up their entertainment value and at the same time improve their quality. "If this effort succeeds and I believe it will, the regional networks and the local stations are likely to follow their examples."

Questions to which the FCC seeks the answer in the network inquiry, Mr. McNinch said, include station control, either legal or practical. Charges of monopoly have been made and it is the FCC purpose to ascertain whether they are true, he said. When the investigation is completed, he added, the FCC will know the essential facts about network broadcasting and monopoly, and upon the facts will base any necessary regulations and rules and recommendations to Congress, if they are needed.

"This impending investigation, possible new regulations, possible new legislation by Congress, our strengthened Federal regulation without censorship, and a greater or lesser degree of self-regulation by the industry, are bound to affect radio in important ways," Mr. McNinch concluded.

No Vested Interest

In his address before the Fourth District broadcasters Nov. 19, Chairman McNinch restated his views on the investigation in even stronger fashion, extemporizing for a portion of the time. After reciting the obligation of the broadcaster, and pointing out that he has no vested interest in the frequency he uses, Mr. McNinch said the FCC wants to cooperate with the industry. He said the investigation already has developed considerable information of value and he felt sure it would develop more.

"It is betraying no confidence, however," he continued, "nor being unfair to anyone to say that we are not entirely satisfied with some of the information we are getting." Then he condemned prepared statements, as against question-answer testimony, and statements chiefly laudatory of the policies of the industry. He emphasized the FCC did not intend to allow the hearings to be used as a "sounding board" and that it was not going to listen to "after dinner speeches".

Declaring it is the duty of the Commission to prevent the development of a monopoly, Mr. McNinch said that if one exists, it will "set about promptly to utterly destroy it". If there is no monopoly, the Commission "shall examine nevertheless the extent to which there may be developing, if at all, a centralization of control. Our actions will be shaped to the end that there may be no centralization of control but that you and your stations retain autonomy within the industry and an adequate measure of self-control in relation to government."

The Chairman boldly struck at dictatorships, asserting that one prospective gain from investigating the possibilities of monopoly, is "help in guarding against any such condition as had arisen in Germany, for example. In that unhappy country, it is understood that the strongest control is exercised over all information that goes over the air. God forbid, as He will forbid, through the sovereign voice of the people of this democracy that we shall ever live here under any such or similar conditions.

NEWLY ORGANIZED CBS Hollywood, field hockey team, in new uniforms, poses with mascot Donald W. Thornburgh, Pacific Coast vice-president, who never misses a game, Back row (l to r), Richard Turner, transcriptions; Sterling Tracy, transcription; Maurie Webster, announcer; Herb May, announcer; Donald W. Thornburgh, Pacific Coast vice-president; Thomas Freebain-Smith, producer; George F. Johnston, tours; Bill Gay, announcer. Bottom row, Don Sanford, mail room; Richard Hazel, engineering; Norman McDonnel, tours; Al Span, sound effects director; Bud Larkin, tours; George Boone, continuity; and Bill Van, publicity.

An Instrument of Democracy

"We have every reason to believe that there is much false propaganda, and horrible as it is to think of, nevertheless, it appears clearly to be a fact that no Jewish or Christian group is allowed any representation on the Nazi-controlled radio. Such a condition in the United States is utterly unthinkable. * * * Any such assault as that upon the political and social fabric of America would mean wrack and ruin to it, and all of us, I am sure, being unafraid that it may even happen, will be on our guard, lest even the suggestion that it might happen in America be made.

"Should there ever be, however, any attempt by anyone to so debase radio as to use it as an instrument of racial or religious persecution, the Communications Commission would employ every resource it has to prevent any such shocking offense. President Roosevelt would, of course, support us to the limit in such a stand for he has consistently sought to safeguard the radio as an instrument of democracy never to be used to injure any racial, religious or other group.

"I am dedicated to that principle and to that policy. And under no circumstances will I sacrifice my conviction that radio must be kept free and never be permitted to become the instrument in the designing hand of any who would lift it against the minorities, against the Jew, the Gentile, the Roman Catholic, or any group that is a part of us. The radio must be kept free, and free from abuse, that even the humblest and the least influential group in our community may not feel its heavy hand in persecution."

Returning to the investigation, Mr. McNinch said there is every reason to believe that when stockholdings and other interests are tracked "the actual or ultimate ownership or control of some stations will appear in a different light."

The chairman again referred to bedtime or children's programs. There has been increasing criticism of certain types of children's programs, he said, and commended to broadcasters the careful consideration of all suggestions and criticism which may come to their attention.

Morton Using 6

MORTON SALT Co., Chicago, on Nov. 15 began a thrice weekly quarter-hour news program on WHO called *Herb Plambeck's Farm News* and a series of daily early morning spot announcements on WLS WFAA WSM WBT WCCO. Klau-Van Pietersom-Dunlap Associates, Milwaukee, is agency.

WSYR

Lowest Cost per Listener ,, Both RED & Blue NBC shows

SYRACUSE

RESULTS Prove WMC MEMPHIS SELLS THE MID-SOUTH

NBC RED NETWORK

REPRESENTED BY THE BRANHAM COMPANY

DO YOU KNOW?

—THAT WINCHESTER, VA., CHANGED HANDS 68 TIMES DURING THE WAR BETWEEN THE STATES?

—THAT WPTF, AT RALEIGH, COVERS ALMOST ALL OF NORTH CAROLINA—PLUS LARGE SECTIONS OF VIRGINIA AND SOUTH CAROLINA?

WPTF RALEIGH, N.C.

5,000 WATTS-CLEAR CHANNEL

FREE & PETERS, INC., NAT'L REPRESENTATIVES

FCC Repeals Two-Year Practice Rule

Regulations Designed to Simplify Appearances For Counsel

THE "two-year rule" prohibiting attorneys on the FCC staff from practicing before it until two years after their detachment from government service, was repealed Nov. 28 by the FCC in adopting new rules of practice and procedure.

In deleting the old rule the FCC adopted a substitute prescribing that no member or officer or employe of the Commission within two years after his service shall appear as an attorney in any case which he handled or passed upon while with the Commission. This change in substance, was recommended by the Federal Communications Bar Association along with a number of others adopted by the Commission. The new rules have been under consideration for some two years. They do not become effective until Jan. 1.

To simplify practice before the Commission, particularly for attorneys not specializing in radio work, the new rules generally follow the recently adopted rules of civil procedure which govern practice in Federal courts throughout the country.

Motions Docket Created

A motions docket also is established, similarly recommended by the Bar Association. Routine petitions and pleadings will be handled by the motions court on matters designated for formal hearing except those requesting final disposition of cases. The Bar Association had suggested that a commissioner be placed in charge of this docket but the rules merely specify that the Commission designate a "presiding officer."

In a press release announcing the regulations, the Commission said it took steps to make possible enlargement of the number of attorneys actively practicing before it. The old rules, it stated, were in many respects unlike those with which attorneys become familiar in general practice. "This discouraged their taking Commission cases and tended to keep these cases in the hands of attorneys having specialized experience in handling cases before the Commission."

Whether the repeal of the two-year rule will have the immediate effect of resignations from the FCC law department by attorneys who plan to engage in private practice appeared problematical. It is known that several attorneys have talked about it in the past, awaiting repeal of the rule.

Moreover, former attorneys of the Commission who have resigned within the past two years, like Frank Roberson, former assistant general counsel, and Samuel Becker, special telephone counsel, now are in a position to practice before the FCC. Others who fall in that class are Joe Keller, former secretary to Commissioner Brown, and Carl I. Wheat, former telephone counsel.

In its press release the Commission stated the procedural changes, besides effecting other improvements, "will facilitate practice before the Commission by attorneys in any part of the United States who are versed in the Federal Court procedure, but have not engaged in specialized practice before the Commission."

In revising the two-year rule provision, the Commission extended it to include commissioners, officers and other employes, as well as attorneys. Chairman McNinch declared that while the old rule evidently was designed to afford protection to the Commission and the public "it is the judgment of the Commission that experience shows the rule actually to be detrimental to the interests of both. Its principal effect has been to restrict the number of attorneys actively practicing before it particularly in broadcast matters, so that a small group familiar with the specialized rules of the Commission, has obtained something approaching a monopoly of practice, due to the rule itself. This is plainly unjust to clients, other attorneys, and the Commission itself."

Rehearing Petitions

Chairman McNinch pointed out further that more than 600 cases are set for hearing by the Commission annually and there are hundreds of other cases in which attorneys represent clients. An unduly large portion of these cases are handled by a relatively small number of lawyers, he said. He added it should result in "freer competition" among lawyers.

Also adopted was a new rule governing the filing of petitions for rehearing as a substitute for its former rehearing rule and its protest rule. The new rule applies to orders granting applications without hearing as well as orders disposing of applications after hearings. A person objecting to a decision in a case in which there has been no hearing will apply for reconsideration by filing a petition for rehearing instead of a protest.

In its new procedure covering hearings before a "presiding officer" in lieu of the former examiners, the Commission brought out that hearings may be formal or informal. It brought out that the presiding officer shall have authority to administer oaths, examine witnesses and receive evidence and to rule upon the admissibility of evidence that normally and properly arise in the course of the hearing "but shall have no power to decide any motion to dismiss the proceeding or other motion which involves final determination of the merits of the proceeding."

Within 20 days from the filing of the transcript of record, each party is required under the new rules to file with the Commission proposed findings of fact and conclusions which shall be served upon all parties participating in the hearing. This is a deviation from the old procedure.

Proposed Findings

In submitting these proposed findings of fact, parties are required to file proposed conclusions which would be separately stated. The Commission thereafter will enter its proposed report or findings of fact and conclusions which takes the place of the former examiner's report. Then, within 20 days from the filing of this proposed report, the parties can file exceptions and may request oral argument before the full Commission. If no request for oral argument is made within the 20-day period all parties will be considered as waiving that right.

It is generally expected that the Commission's proposed findings will in most cases prove to be the actual decision of the Commission. The reports heretofore submitted by examiners have represented only the examiners' judgment and while the batting average of the examining division was high on Commission affirmations, the number of times in which the Commission reversed examiners on cases actually involving new station grants or important increased facilities has not been so spectacular.

Provisions relating to filing of applications have been tightened up considerably. The rules call for "full disclosures", and that each application shall contain complete and full information with regard to the real party or parties in interest and their legal, technical, financial and other qualifications and as to all matters and things required to be disclosed by the form. In addition, the Commission may require an applicant to submit such documents and written statements of fact, under oath, as in its judgment may be necessary.

In filing applications for license renewals, the form requires that each licensee shall file with the Commission on or before March 1 of each year on specified forms, a sworn balance sheet showing the financial condition of the licensee as of Dec. 31 of the preceding year and an income statement for the preceding calendar year. Applications for assignment of construction permit or license or for consent to transfer control of a corporation shall be filed at least 60 days prior to the contemplated effective date of the transfer along with the application.

A Limit on Blurbs

WOV-WBIL, New York, announce that effective Jan. 1, commercial announcements on sponsored programs may not exceed 20% of the broadcast time. A new policy of limiting spot announcements to 20 seconds will become effective at the same time.

GOLDEN GATE RADIO PROMOTION

Stations and Networks More Active in Effort To Offset Loss of Newspaper Space

WHEN the San Francisco metropolitan dailies closed their columns to all radio news and art, the NBC local publicity staff, headed by Milton Samuel, found the answer in pictures—portraits, candid shots, group photographs, and reproductions of every imaginable type. These photos of the microphone personalities and studios were mounted in neat frames ranging from 8 x 10's on up to the more pretentious six-foot lobby size displays.

Mr. Samuel prevailed upon the owner of every available vacant store in the downtown district to permit him to display the NBC photos in the windows. As a result many of the vacant premises now are displaying the NBC artists in attractive exhibits.

In addition he arranged with Leo J. Meyberg Co., wholesale distributors for RCA-Victor, to have the NBC photos displayed in the stores of all RCA-Victor dealers in Northern California.

Besides the window displays the San Francisco NBC press staff prepares two daily quarter-hour broadcasts containing NBC program information, presented in the morning and afternoon over KPO and KGO.

KFRC, Don Lee-Mutual network station in San Francisco, likewise entered upon a vast promotion for its broadcast programs.

Among the promotional, publicity and merchandising outlets for KFRC and the Don Lee network at present are lobby cards in 151 Fox West Coast theaters throughout the State; a full-page ad in *Coast Magazine;* display cards in 393 Yellow Cabs in San Francisco and 450 in Los Angeles; trailers in three large downtown theaters in San Francisco; weekly full-page ad in the *California Retail Grocers Advocate*; advertising space in the *San Francisco Examiner.*

KJBS is promoting its features with trailers in a number of neighborhood and downtown movies.

Chains to Key Programs From Educators Meeting

FROM THE Second School Broadcast Conference to be held in Chicago Dec. 1-3, CBS will broadcast its *American School of the Air* program and NBC will air a part of *America's Town Meeting of the Air.* Given under auspices of the Chicago Radio Council directed by Harold Kent, the conference is designed for pupil-teacher demonstrations showing how a radio broadcast on educational topics may be used in classroom work.

The CBS program will be aired Dec. 2, featuring a play produced by Robert N. Brown, program director of WBBM, Chicago. Sterling Fisher, educational director of CBS, will supervise. NBC will pick up questions from conference delegates for answer by educational experts in New York as a portion of the *America's Town Meeting of the Air* program Dec. 1.

Speakers at the conference will include William D. Boutwell, of the U. S. Office of Education; H. B. McCarthy, director of the Wisconsin School of the Air, Madison; Lavinia Schwartz, CBS-Chicago educational director, and Miss Judith Waller, NBC-Chicago educational director.

Radio Attractions Names Philip Fuss Sales Head

PHILIP FUSS, recently New York representative of CKLW, Detroit-Windsor, and formerly a member of the WMCA, New York, sales staff, has been appointed sales manager of Radio Attractions, New York, newly-organized transcription organization. Firm is headed by Herbert R. Ebenstein, who entered radio in 1937 as president of Atlas Radio Distributing Corp., which endeavored to supply programs to stations on a system similar to the block booking of pictures practiced in the motion picture industry from which Mr. Ebenstein came.

Associated with him in Radio Attractions is G. W. Brandt, formerly with M-G-M and Columbia Pictures and with the Brandt Theatres. Al Feinman, formerly on the publicity staffs of M-G-M and Warner Brothers, in in charge of advertising, merchandising and publicity.

Plans of Radio Attractions are to release a new serial program every second month, with *Shadow of Dr. Fu Manchu, Ella Cinders* and *Hopalong Cassidy* as the first three. Programs are produced by Field Bros. on the West Coast. A trade showing of the firm's first transcriptions will be given Dec. 7 to executives of stations, station representatives and advertising agencies at the Waldorf-Astoria.

Goodrich MBS Tieup

B. F. GOODRICH Co., Akron (tires), is sponsoring *Famous Jury Trials*, MBS cooperatively sponsored series, on the six stations of the Oklahoma Network, Wednesdays, 10-10:30 p. m. Account was placed by local Goodrich dealers in Oklahoma. Stations are KTOK KVSO KBIX KADA KCRC KGFF.

U. S. Rubber's Show

UNITED STATES Rubber Co., New York, is planning a new musical series titled *One Hundred Men & a Girl* to start Feb. 22 on CBS, Wednesdays, 10-10:30 p. m. The programs will feature Raymond Paige and a 100-piece popular orchestra with the English girl vocalist, Hildegarde. Account is handled by Campbell-Ewald Co., New York.

Swift Sausage Test

SWIFT & Co., Chicago (Brookfield sausage), will start a spot campaign of station break announcements soon after Jan. 1. Campaign will begin in a few selected markets and following a successful test will be expanded nationally, according to B. W. Gunn, radio director of J. Walter Thompson Co., Chicago agency handling the account.

"A Blind Spot" for All Outside Stations—

IF you want to Cover Rich Central Pennsylvania

You *MUST* Use

WFBG

Altoona • Pa.

WPTF Hearing Indicated by McNinch NBC Explains Exercising of Option

THAT the FCC will likely set for hearing the application for assignment of WPTF, Raleigh, to NBC which recently exercised its option to purchase the station for $210,000, was indicated last month by FCC Chairman McNinch in a letter to Tyre Taylor, general counsel of the American Federation of Little Business in Washington, who had complained about the action.

WPTF, owned by the Durham Life Insurance Co. of Raleigh, had entered into an agreement with NBC whereby it was authorized several years ago to operate full time on the 680 kc. clear channel, on which KPO, San Francisco is the dominant station. In return, NBC acquired an option to purchase the station for $210,000, which it exercised on Oct. 12 [BROADCASTING, Nov. 1, Nov. 15].

In his letter to Mr. Taylor, Chairman McNinch said the application for assignment was recently filed and had not yet received Commission consideration. "I am advised that several organizations have expressed the desire to be heard before final action is taken and I shall be pleased to see that your request receives the attention of the Commission," he said.

Why Option Was Exercised

Regarding NBC's action in exercising its option, William S. Hedges, vice-president in charge of station relations, declared Nov. 30 that when NBC secured its first option the station was restricted by FCC regulation to daytime operation only. He pointed out that KPO, San Francisco, owned and operated by NBC, was the only station in the country entitled to use 680 kc. after sundown.

"Therefore, it was only through the consent and cooperation of NBC that WPTF was able to broadcast after sundown," he added. "Naturally NBC did not desire its helpfulness in the case of WPTF to result in limited service of KPO which is depended upon by thousands of listeners in the Far West who would have no other radio service were KPO's signal not protected."

Mr. Hedges added that Durham readily granted the option as its guarantee that the position of KPO as the dominant station on 680 kc. would "never be jeopardized by any action on the part of WPTF". The Durham company several months ago declared itself unwilling to continue the current arrangement, he said, "giving NBC no alternative except to exercise its option. This has been done and $210,000 has been paid to the Durham Life Insurance Co."

Mr. Hedges brought out that the first option given by Durham was for $75,000. This price, however, advanced with each renewal so that in the course of five years it increased to the $210,000 figure. He pointed out that NBC appears as the assignee of the stock on the voluntary assignment which has been filed with the FCC by Durham. Mr. Hedges quoted from a letter received from J. R. Weatherspoon, treasurer of Durham and president of WPTF Radio Co., dated June 29, in which he stated that the option was given in good faith and that he was requested by his executive committee to assure NBC that should it decide to exercise its rights under the option, Durham and the WPTF Company "will use every means and influence with the FCC to obtain their consent for the transfer of the stock."

When NBC acquires this stock and control of WPTF, it intends to place part or all of the control of the station in the hands of North Carolina interests "whose primary objective will be the operation of a station in North Carolina in the public interest, convenience and necessity as viewed from the aspect of North Carolinians," Mr. Hedges said. "It is our hope that a group can be formed with such a public service viewpoint. However, no negotiations have been completed."

If it becomes impractical for such a group to take over control of the station, NBC proposes to operate it, manned by personnel native to or thoroughly familiar with North Carolina, Mr. Hedges asserted. He said NBC is fully conscious of the needs of individual communities.

THEY'RE TUNING IN WATL IN ATLANTA

IT'S A HABIT!

Atlanta listens to WATL Newscasts. Broadcast every hour on the hour. Available for sponsorship

WATL ATLANTA

Radio Rescuers

IN THE saucer-like top of Mount Baldy, Cal., three KFWB, Hollywood, special events announcers, Bill Ray, Bill Schwartz and Stuart Wilson, battled their way through a forest fire they had been assigned to cover and rescued a family of six persons from possible death Nov. 18. Evacuating the danger zone on orders, they stumbled upon the family marooned in the path of the oncoming fire. They hustled the sextet to safety and then returned to lend assistance wherever needed.

Ethyl on 61 CBS

ETHYL Gasoline Corp., New York, on Jan. 12 will start a new show titled *Tune-Up Time* on 61 CBS stations, Thursdays, 10-10:45 p. m. Program will feature Walter O'Keefe, Andre Kostelanetz and a 45-piece orchestra, the Kay Thompson Rhythm Singers, and different guest stars. BBDO, New York, handles the account.

WDRC

"THE ADVERTISING TEST STATION IN THE ADVERTISING TEST CITY"

HARTFORD, CONN.

New Program Available!

'The Inside Page,' a fifteen minute program, dramatizes oddities in the news that are usually overlooked. It's an exciting program, packed with human interest, and different from any other on the air. 'The Inside Page' was produced by WDRC under the direction of Ray Barrett, and is now available for sponsorship!

BASIC STATION OF COLUMBIA BROADCASTING SYSTEM

National Representatives

PAUL H. RAYMER COMPANY

FUN FOR HOUSEWIVES...

If you want to know what your wife does between 10:30 and 11 each morning, she's probably listening to ED EAST'S "HOUSE PARTY" on WHN...a sales-producing showmanship program by Ed East of "Sisters of the Skillet" fame, replete with popular recordings, swingy piano-playing, chatter, give-aways, and so on...Wire or call us NOW about a participating sponsorship.

WHN

DIAL 1010

NATIONAL SALES REPRESENTATIVES: EDWARD PETRY & CO., INC.

CLARK

for

QUALITY

in

ELECTRICAL

TRANSCRIPTION

PROCESSING!

Quality recordings require *quality* processing. That's why leading transcription manufacturers and radio stations specify CLARK pressings.

For 20 years CLARK has been the standard in electrical transcription and phonograph record processing. Both wax and acetate "masters" get careful skillful supervision. They come out right when CLARK does them.

For *quality* processing—say CLARK.

Clark PHONOGRAPH RECORD CO.

NEWARK · N · J ·

216 HIGH ST.

HUmboldt 2-0880

Congress Probe Deemed Certain

(Continued from page 11)

Senator Wheeler's committee, of which Senator White is ranking minority member, will find a way of investigating radio whether on the basis of a comprehensive resolution of the type proposed by Senator White, the less likely course of an administration-sponsored bill drafted by the Corcoran-Cohen team, or through hearings on the confirmation of an FCC member. The third course seems the most obvious, at this writing, assuming of course that the Administration at the outset of the session may seek to block an inquiry.

The term of Commissioner Norman S. Case expired last July after the last Congress adjourned. He has been serving a recess appointment since then, and despite earlier doubt, it is now felt that he likely will be nominated to succeed himself. His nomination, assuming it develops, must be cleared through Senator Wheeler's committee and confirmed by the Senate.

Observers here look for hearings before the Wheeler committee when the Case nomination is transmitted early in the new session. The committee, if it felt so inclined, could call all of the members of the FCC before it and thereby institute its own inquiry of that agency.

Governor Case was called to the White House Nov. 14 by the President. While no announcement was forthcoming either from him or the White House, it was believed that Commission matters were discussed. Because Gov. Case appeared quite jovial after his visit, the feeling was that he had received assurances of reappointment. Gov. Case, an acquaintance of the President dating back to the days when they were both members of the Conference of Governors, had been ill for some time and his visit to the White House was the first in several months.

No Mud-Slinging

Although it is admitted the Case confirmation hearing would provide the springboard for an investigation, many Senators dislike that mode of inquiry as a "back door" method. They prefer the more direct approach by special resolution which also might provide a staff and funds with which to carry on, whereas a confirmation inquiry would have to be out of contingent funds of the Senate.

Senator White in his interview with BROADCASTING emphasized that he favored an objective study and that he was not interested in "mud-slinging". Aside from broadcasting, he mentioned there were serious policy problems involved in international communications and that Congress should give thought to it.

"Congress ought to say something about policies generally to guide the regulatory authority," Senator White said. "It should not leave to the Commission and the courts the burden of deciding public policy on such questions. Neither the courts nor the Commission should be required to guess what should be done in these fields."

Senator White added, however, that he felt the FCC had not met the responsibility of giving advice to Congress and pointed out it had failed to make legislative recommendations. In the Communications Act of 1934, Congress instructed the Commission to pass regulations dealing with network broadcasting. Now, at this date, he said, the Commission is conducting hearings on this subject.

Senator White felt there would be ample support in the Senate at the coming session for an objective investigation of the character he proposed. He said he planned to discuss the whole matter with Chairman Wheeler shortly and seek to arrange a legislative program.

Revival of the legislative plan of Senator Herring (D-Iowa) to establish a voluntary board of review on programs simultaneously was sounded by the Iowan. He declared he would offer a bill to "tune up the quality of bedtime stories" and otherwise improve programs at the next session, asserting that Chairman McNinch favored the measure. Sporadically during the last session, Senator Herring talked about his plans to introduce his measure but it was never offered.

The complexion of both the Senate and House committees charged with radio legislation will be changed at the forthcoming session. There were four Democratic losses in the Senate while in the House there were eight Democratic losses and one Progressive.

The Senate vacancies are Lonergan, Connecticut; Brown, New Hampshire; Moore, New Jersey, who retired to become Governor, and Dietrich of Illinois, replaced by a fellow Democrat in his state. There were only three Republicans on the 20-member committee last session and because of the increased G.O.P. representation in the Senate, it is likely that two more Republicans will be added. The actual appointments, however, will not occur until after Congress convenes and the parties have held their caucuses.

The nine members of the House Committee who will not return at the next session are O'Brien, Illinois; Pettengill, Indiana, and Eicher, Iowa, who have resigned; Sadowski, Michigan; O'Connell, Montana; Kelly, New York; Quinn, Pennsylvania, and O'Neil, New Jersey, Democrats, and Withrow, Wisconsin, Progressive, were defeated. It is expected that three new Republicans will be added to the seven who served last session, which would mean a roster of 17 Democrats and 10 Republicans on the committee.

Whether the FCC will attempt to make definite legislative recommendations to the new Congress, which convenes in just a month, is problematical. Chairman McNinch planned to base most of the recommendations on the result of the network inquiry but it is hardly expected the Commission will be in a position to accomplish that, since the investigation hardly has progressed to that point. At best, it is thought there will be an "interim report" to Congress in which it will be advised that hearings are in progress and that legislative recommendations will be forthcoming at a later date.

Baruch's Lobster

ANDRE BARUCH, CBS announcer for the Lucky Strike *Hit Parade* and the *Kate Smith Hour*, received first prize in the amateur cooking contest held Nov. 16 at the Hotel Governor Clinton, New York. Mr. Baruch's concoction was named Lobster a la de Zutter.

WBNS WBNS WBNS

ANY WAY YOU LOOK AT IT, IN CENTRAL OHIO, IT'S

WBNS

COLUMBUS

5000 WATTS, DAY

WEBC

Tells Your Story In

AMERICA'S SECOND PORT

DULUTH & SUPERIOR

And on the

IRON RANGE IT'S

WMFG

HIBBING

WHLB

VIRGINIA

IRNA Polls Network Affiliates

(Continued from page 18)

meeting unreasonable demands of agencies and advertisers by entering into agreements designed to assure best possible program service to the public and to protect the licenses of broadcasters."

Network's Position

These matters were then discussed with the networks, which took the position (1) that the question of how to combat the demands of advertisers and their agencies was one the networks were willing to discuss with affiliates but it required a separate study; (2) the networks agreed that motion picture promotion should normally be regarded as commercial and not sustaining matter, except to the extent that affiliates may regard it as desirable program material in the absence of commercial sponsorship, and that efforts will be made by networks to cooperate with affiliates in reducing such "free promotion;" (3) to fix responsibility for program content at the point of origination will require action by either the FCC or Congress; (4) the networks will be glad to give proper credit to affiliates for the carrying of public service matter by affiliates; (5) the networks will be glad to eliminate whatever annoyance has been caused by improper cross-reference regarding future programs not carried by the station, bearing in mind that the wishes of the advertisers in this regard must be met in a satisfactory manner and that specific suggestions or complaints on this will be carefully studied, and (6) that the networks agree every effort must be made to hold down and reduce the length of commercial continuities and to avoid excessive advertising matter.

Following the Sept. 30 sessions, the IRNA subcommittee met with the networks on Oct. 4 to discuss specifically policies regarding commercial announcements and limitation of commercial copy.

At this conference, the executives of NBC and CBS held that the advertiser who buys a quarter-hour period has a right to incorporate with it such commercial matter as he wishes so long as it is not undesirable to the listening public. It was added there was nothing in the contract which forbids the advertiser to advertise a second or other products and that there is no sound and logical reason for such limitation on any ground except the desire to get more revenue from the advertiser.

Station Breaks

With respect to the 20-second station break, NBC and CBS held, according to the IRNA report, that this time exists wholly by the grace of network advertisers who permit stations to appropriate 20 seconds out of the quarter-hour period paid for by the advertiser. "There is no logical reason the network can advance to refuse to a network advertiser, who buys contiguous quarter-hour or half-hour periods, the privilege of using the station-break periods between his own programs, even though those programs may advertise different products," NBC and CBS were said to have informed the IRNA committee.

"The advertiser pays for the entire elapsed time and has a right to object to a foreign product being offered to his audience in the middle of his own total period. The networks feel that any attempt by the stations to forbid such use of the station break by network advertisers between contiguous programs of the same sponsor would result in demands by the network advertisers to get back most of the 20 seconds now taken from them at the end of every program.

Apropos the request to limit or reduce the quantity of commercial matter in programs, the IRNA committee reported the network position as follows:

"The networks recognize the merit of the request coming from the affiliates to limit or reduce the quantity of commercial matter in programs. They feel that probably along this line lies the best solution for the increasing demands from advertisers for the right to add network announcements for unrelated broadcasts in program time. This approach to the problem also emphasizes the rights of the listener rather than the rights of the broadcaster, and it is therefore believed that there is more logic and merit in this kind of solution.

"Along this line NBC definitely indicated its willingness to give serious consideration to the adoption of over-all percentage limitations on the length of commercial continuities in all types of programs, classifying them as daytime and night-time, quarter-hour, half-hour, three-quarter hour and full hour programs. Columbia also expressed its willingness to restudy its percentage limitations in the light of any recommendations that might be made by the IRNA committee."

Finally, it was pointed out that no change can be made effective until the expiration of existing contracts without the advertiser's consent. The networks suggested that the affiliates give careful study to the subject as any limitations adopted for network programs would be of no avail in convincing the public that its interests were paramount unless similar limitations were voluntarily adopted by the affiliates for non-network programs.

The IRNA executive committee urged affiliates to answer the questionnaire as promptly as possible in order to facilitate the negotiations.

Attending the committee meeting Nov. 14, in addition to Acting Chairman Wilson, Mr. Norton and Mr. Church, were Walter J. Damm, WTMJ, Milwaukee; Paul W. Morency, WTIC, Hartford; John Shepard 3d, Yankee Network; H. K. Carpenter, WHK-WCLE, Cleveland; William J. Scripps, WWJ, Detroit; I. R. Lounsberry, WGR-WKBW, Buffalo; C. W. Myers, KOIN-KALE, Portland.

Sales Managers Meet

THE NAB Sales Managers' Committee will meet at the Palmer House, Chicago, Dec. 2 along with district chairmen, for its first session since reorganization of the NAB last February, under a call issued by Craig Lawrence, sales manager of the Iowa Broadcasting System and chairman of the committee. Plans for promotion of broadcast advertising to other countries will be considered, among other things.

Union Pacific Plans

LEO MEEHAN, for two years with the Works Progress Administration in San Francisco and Los Angeles, has resigned to join Caples Co., Los Angeles and is scheduled to write a new radio program for Union Pacific Railroad Co.

CBS on Nov. 23 began a series of 18 Wednesday afternoon concerts of the Indianapolis Symphony Orchestra, under the direction of Fabien Sevitzky, 3-4 p. m. (EST).

Plans for New WENY

PLANS for the construction of the new WENY, Elmira, N. Y., recently authorized by the FCC to operate with 250 watts daytime on 1200 kc., have taken form and the station is expected to be ready to go on the air some time next spring. Licensee will be the *Elmira Star-Gazette*, a Gannett newspaper, which also operates WESG under lease from Cornell University. John T. Calkins, general manager of the newspaper, announced that Dale L. Taylor, manager of WESG, will also manage WENY which will share studios in Elmira's Mark Twain Hotel with WESG.

Texaco Shift

WHILE changes may be made after the current 13 weeks, Texas Co., New York (gasoline), will continue to originate its CBS *Texaco Star Theatre* series from Hollywood, and on Nov. 23 switched its one-hour weekly program from Wednesday, 9:30-10:30 p. m. (EST) to 9-10 p. m. John Barrymore, film actor, was added to the program as master-of-ceremonies. Executives of the firm are said to be satisfied the program will hit its stride and chalk up a rating commensurate with the expenditure after it has settled in a groove. Bill Bacher will continue to produce.

THE EARS HAVE IT!

Thousands upon thousands of ears perk up when WAIR tells a sales story. Here's a station that has both the listeners and the listeners' confidence.

WAIR

Winston-Salem, North Carolina

National Representatives

Sears & Ayer

"...DO have another slice, MR. ADVERTISER!"

1938 KVOO RADIO HOMES number 542,236, an increase of approximately 20% over 1937. This means a KVOO audience of 1,789,378 adult people, 64% for KVOO out of a total potential audience of 2,827,011 in the rich market surrounding Tulsa, the Oil Capital of the World.

KVOO 25,000 WATTS

BOTH N.B.C. NETWORKS

EDWARD PETRY AND COMPANY NTL. REP'S.

Richfield Party

RICHFIELD OIL Corp., Los Angeles (petroleum products), a consistent user of radio, as a special promotional feature will sponsor a half-hour *New Year's Eve Party* on Dec. 31 only, utilizing 10 CBS Pacific Coast network stations and an equal number of NBC-Pacific Red outlets. Program will start at 11:45 p. m. and continue through to 12:15 a. m. on Jan. 1, with New Year Eve festivity pickups from various Pacific Coast cities. Firm sponsors the six-weekly quarter-hour *Richfield Reporter* on 6 NBC-Pacific Red network stations. Agency is Hixson-O'Donnell Adv., Los Angeles.

We Believe
Our Station
Representatives
Are Doing a Splendid Job for Us in Canada and the United States

CHNS
Halifax, Nova Scotia, has never been so busy in thirteen years.

Jos. Weed & Co., 350 Madison Avenue, New York City, or All Canada Radio Facilities, Victory Building, Toronto, will gladly give you information about the
KEY STATION OF THE MARITIMES

Birth of An Alibi

WHEN Carl Pharis, University of Cincinnati student assigned to announce the student-produced U. C. weekly broadcast on WCKY, Cincinnati, failed to appear at program time, another student announcer was hurried into his spot. Next day came Pharis' alibi—30 minutes before broadcast time he became the father of a 7½-pound girl—and he didn't remember the program until next day.

Omaha Radio Night

THREE Omaha stations—WOW, WAAW and KOIL—will be hosts at the annual "Radio Night" of the Omaha Advertising Club at Hotel Paxton Dec. 13. Niles Trammell, executive vice-president of NBC, will be guest speaker, and about 250 local advertising men and executives are to be invited to a dinner and cocktail party. The function is in charge of the media committee of the club, of which Frank Pellegrin, of KOIL, is chairman, and Howard O. Peterson, promotion manager of WOW, and general chairman of the party.

UNCLE Don Carney, WOR juvenile conductor, on Dec. 27 will celebrate his 15th year on the air and his 5,000th broadcast with a benefit performance in which 200 boys and girls will participate, all proceeds to go to the Infants Home in Brooklyn.

Shortwavers Combine

CBS will shortly be able to direct its shortwave broadcasts to South America and Europe simultaneously, by combining the services of W2XE, its international station in New York, and W3XAU, international station operated by WCAU, Philadelphia. At present W3XAU is operating with a non-directional antenna. When its two new directional aerials now under construction under the direction of John G. Leitch, the Philadelphia station, like W2XE, which has been operating with directional antennas since May 12, 1937, will be able to direct its broadcasts either to Latin America or Europe.

Visual Education

DON LEE Broadcasting System, Los Angeles, on Nov. 10 inaugurated a weekly half-hour educational series of telecasts on its television station W6XAO. Students from the University of Southern California are in charge of the programs which present dramatic skits, campus vocalists, educational talks, sports activities and interviews. This is the first time that university students have taken complete charge of a television broadcast series, according to Harry Lubcke, Don Lee television director.

New Aircheck Service

RORABAUGH Co., with temporary offices in Bullitt Bldg., Philadelphia, has started an aircheck service for spot announcements. Coverage will include most large cities, with advertiser and agency clients permitted to select as many cities as desired. In addition, local programs are checked, as well as tie-in announcements. Currently the firm is checking Feenamint announcements nationally for William Esty & Co., New York, agency for White Laboratories, Newark.

Something Doing

LET'S DO SOMETHING ABOUT IT Inc., Oak Park, Ill. (non-partisan, non-profit political organization), on Dec. 2 starts weekly quarter-hour talks featuring Merle Potter, its president, on WIRE WSAI WJR WJJD. It is understood that the series will be expended nationally in the near future. Ruthrauff & Ryan, Chicago, has the account.

WTIC Asks Rehearing In Denial of Transfer

A PETITION for rehearing of its decision denying assignment of the license of WTIC, Hartford, from one subsidiary to another, was filed with the FCC Nov. 28 by Travelers Broadcasting Service Corp. of Hartford, present licensee.

Attorneys Louis G. Caldwell and Percy H. Russell Jr., contended the Commission acted arbitrarily and that the decision was "highly inconsistent" with a long line of FCC and Radio Commission decisions. Moreover, it was argued the decision was a denial of due process of law in violation of the fifth amendment in that the Commission has not adopted or announced any standards to govern its application of Section 310 B dealing with interference.

A majority of the FCC decided that transfer of the license of WTIC and of five shortwave stations to Travelers Broadcasting Co., new subsidiary, involved a price factor out of proportion to the stations's worth. This grew out of the provision that the new company absorb a note of $1,500,000. Commissioner Craven dissented in a strong separate opinion while Commissioner Brown dissented without opinion.

Fertilizer Placements

SMITH-DOUGLAS Co., Norfolk, Va. (fertilizer), on Dec. 12 will start a series of quarter-hour programs of musical transcriptions to run six times weekly for about 20 weeks on WPTF, Raleigh, and plans to add three more southern stations early this month. Wesley Wallace, WPTF's production manager and announcer, came to New York on Nov. 15 to make the recordings for the programs in the RCA Transcription studios. H. J. Baker & Co., New York, exclusive American importers of Peruvian Guano fertilizer, on Nov. 21 started a five-minute program of musical transcriptions six times weekly on WPTF, Raleigh, N. C., and on Nov. 22 started 100-word spot announcements thrice weekly on WSUN, St. Petersburg, Fla. Lawrence Fertig & Co., New York, handles both accounts.

Candid Camera Contest

SPECIAL candid camera contest will be sponsored Dec. 2 by National Dairy Products Corp., New York, for Sealtest milk. Amateur lensmen have been invited to take pictures during rehearsals of the program *Your Family & Mine*, sponsored 5 times weekly by the company, and the best pictures, on exhibition in studio 3C at the NBC headquarters, New York, will be awarded prizes.

"INCREASE IN SALES"
"MANY NEW DEALERS"
"BETTER STORE DISPLAYS"

RESULT

OF 13 WEEKS BROADCAST ON WFBL SYRACUSE

Here's what H. W. Bush, of the Bush Grocery Company, distributor of Rosebud Foods in the Syracuse area, thinks of WFBL· "During the 13 weeks we've been on WFBL", Mr. Bush says, "we have had a splendid increase in sales on our line of Rosebud foods. Many new dealers have taken on the line and all dealers are giving our products better store displays because of our radio program. We wish to renew our contract as we plan to continue indefinitely."

Mr. Bush is just another advertiser who has found that the most sensitive spot in central New York is 1360 —the wave-length of WFBL, the spot to which most radios in this area are tuned every day of the year.

Write for rates and time available to WFBL, Syracuse, N. Y., or to Free & Peters, Inc., National Representatives.

ONONDAGA RADIO BROADCASTING CORP.
Syracuse, New York
MEMBER BASIC NETWORK COLUMBIA BROADCASTING SYSTEM
National Representatives, Free & Peters, Inc.
NEW YORK CHICAGO DETROIT SAN FRANCISCO LOS ANGELES

7 out of 10
Listeners to
BUFFALO STATIONS
tune in
WGR or WKBW
between 5 and 7 P. M.
says Ross Federal
BUFFALO BROADCASTING CORPORATION
RAND BUILDING, BUFFALO
Represented by
FREE & PETERS

News
is your best bet
TRANSRADIO

Institute of Radio On Coast Told of Regulatory Plans

Industry Self-Control Seen; Big-Name Fad Deplored

WITH approximately 350 educators, radio executives and advertising executives attending, the first annual Institute of Radio was held Nov. 18 at the University of Southern California, Los Angeles. Arranged by a committee representative of radio, in cooperation with the University, the one-day session was planned to advance professional radio both for the industry and education. A similar series is planned next July.

Don E. Gilman, NBC western division vice-president, Hollywood, said the future of radio is linked irrevocably with the social, political and economic future of the American people.

"As long as these things are unrestrained, governed by individual ability and opportunity, radio in all of its phases in America will go steadily forward proving of service to the American people," he stated.

"It is my opinion that broadcasting will develop its own code—a form of self-regulation which will further rise the already high standard. Station operators will conform their practices to this code not through compulsion, but because of their sincere desire to serve only the best interest of their audience."

Danger of Censorship

Eight committees in attendance reported their findings at the dinner session. Dr. Rufus B. von Klein-Smid, president of the University, sounded the word of welcome. John M. Dolph, assistant to Donald W. Thornburgh, CBS Pacific Coast vice-president, chairman of the Institute of Radio, told purposes of the one-day meeting.

Committees, with their respective chairmen were: Radio and the Child, presided over by C. C. Trillingham, assistant superintendent, Los Angeles County Schools; Program Writing, Production and Direction, under Charles D. Penman, production manager, Don Lee Broadcasting System; News and News Editing, directed by F. Clinton Jones, CBS; Engineering Problems, Helmer W. Andersen, chief engineer, KFAC; Radio as a Social and Political Force, Jose Rodriguez, editor, KFI-KECA; Copyrights and Legal Problems, Dr. Sheldon D. Elliott, associate professor of law, university of Southern California; Audience Studies and Surveys, Josephine A. Hollebaugh, director, market research, *Rim* magazine, and Advertising, M. Austin King, editor, *Rim* magazine, and Advertising, M. Austin King, editor, *Rim* magazine.

Mr. Thornburgh warned against any move to censor radio through social, economic or political moves. The charge that the influence of stage and screen is smothering radio's initiative, was made by Carlton E. Morse, author of *One Man's Family*, radio serial sponsored by Standard Brands (Tenderleaf tea), on NBC. He stated that radio is in the hands of the agencies instead of radio and big money is offered writers to develop material for screen and stage names instead of developing personalities and ideas purely for and of radio.

"Radio has been smothered," he said, "because it has come to rely on *names* to support shows. In other words radio's personalities have been ignored for the bigger draw of a publicity built motion picture star. Radio is a mighty special business. Stage and screen talent cannot fit into the picture just like that. The result has been some very poor programs about which the public can no longer be fooled, although many agencies and sponsors too are still dazzled by glamour of a name."

Thomas Freebairn Smith, CBS announcer-producer, suggested a bureau of standards as part of the Institute, which would audition all prospective announcers. The bureau would consist of representatives from all walks of life, who would pass upon qualifications of the applicant. A certificate of approval, without which no station in Southern California would hire an applicant, would be issued.

Executive committee which assisted Mr. Dolph included Don Belding, vice-president, Lord & Thomas; Howard R. Bell, studio manager, KRKD; H. W. Gambrill, assistant manager, KEHE; Don E. Gilman, NBC western division vice-president; Harrison Holliway, manager, KFI-KECA; Harry Maizlish, manager, KFWB; Calvin Smith, manager, KFAC; Kenneth O. Tinkham, manager, KMTR; Donald W. Thornburgh, CBS Pacific Coast vice-president; Lewis Allen Weiss, general manager, Don Lee Broadcasting System, and Dan B. Miner, president, Dan B. Miner Co.

Late Personal and News Notes

THOMAS S. BUCHANAN, president of Buchanan & Co., New York, and Louis A. Witten, vice-president in charge of radio, are in Hollywood to check on changes for the CBS *Texaco Star Theatre*, sponsored by Texas Co. They have signed Frances Langford to replace Jane Froman.

WILLIAM B. LEWIS, CBS New York vice-president in charge of programs, was in Hollywood in late November for conferences with John M. Dolph, acting West Coast program director.

FRED J. ROSS, chairman of the board of Fuller & Smith & Ross, New York, on Dec. 31 will retire after 35 years spent in the advertising field. No successor has been named for the position, which Mr. Ross has held since the agency was founded by merger in 1930. Mr. Ross has also been associated with the National Outdoor Advertising Bureau as director and treasurer.

BILL THOMAS, publicity director of Young & Rubicam, New York, is in Hollywood for conferences with Bill Stuart, head of the agency's West Coast exploitation department.

MEREDITH WILLSON, NBC Western Division musical director for the last six years, has resigned as of Dec. 10 to devote his full time to commercial commitments. Willson is currently musical director of *Good News of 1939*, sponsored by General Foods Corp. for Maxwell House Coffee, and of the *Signal Carnival*, sponsored by Signal Oil Co., both broadcast on NBC networks. Willson's successor has not been named by NBC.

DR. FRANK STANTON, CBS manager of market research, addressed the class in radio at Columbia University on the subject of "Audience Research" on Nov. 23.

E. E. HIGHMAN, formerly of the Reconstruction Finance Corp., in Chicago, has been named commercial manager of WHIP, Hammond, which has new RCA-equipped studios in the Kimball Bldg., Chicago.

WILLIS M. PARKER, continuity editor of 20th Century Radio Productions, Hollywood, is the father of a baby girl, born Nov. 25.

JIM FLEMING, CBS announcer on WGN, Chicago, on Nov. 9 transferred to CBS headquarters in New York and is at present announcer on the *Robert Benchley* program sponsored by P. Lorillard Co., New York.

W. W. CHAPLIN, columnist and world correspondent for INS, is conducting *News Behind the News* series on WNEW, New York, on Thursdays. Program is conducted on Tuesdays by Leo Dolan, city editor of INS.

FORJOE & Co., New York, station representatives, on Nov. 18 was appointed eastern sales representative for KFVD, Los Angeles, and KPAB, Laredo, Texas.

HARRY BURDICK, formerly of the commercial departments of WNEW, New York, and WFBL, Syracuse, on Nov. 15, became a member of the sales staff of Gene Furgason & Co., New York. Also added to the company's sales staff Nov. 21 was Hugh Boyles, recently in the new business department of Erwin & Wasey Co., New York, and prior to that in the national advertising department of the *New York News*.

WAGNER BAKING Corp., New York, on Dec. 4 starts sponsorship of *Five Star Final*, sustaining news dramatization program on WMCA, New York, Sundays, 9-9:30 p. m., to promote Mrs. Wagner's Pies. Agency in charge is M. H. Hackett, New York.

SILVER PINE MFG. Co., New York, on Nov. 20 added WAAT, Jersey City, to its present schedule of weekly spot announcements on WHN, New York. Account is handled by Dundes and Frank, New York.

STANDARD OIL Co. of N. J., New York, on Dec. 1 adds WDRC and on Jan. 2 WCSH and WLBZ to list carrying *Esso News Reporter* five-minute news broadcasts. Agency is Marschalk & Pratt, New York.

WNAX, Yankton, has appointed E. Katz Agency as its national sales representative, effective Feb. 1, 1939.

ROBERT B. BARTON, of the Chicago office of BBDO, has been elected to a vice-presidency.

Scophony Television Plans

SOL SAGALL, general manager of Scophony Ltd., English television firm, who arrived in New York early in November for a two-week stay, has again postponed his return to England. He is now planning to leave on Dec. 3, but admits that it is quite possible that he may not get away for another week or two. Mr. Sagall refuses to discuss his conversations with Eddie Cantor and others whom he is trying to interest in forming an American company for the manufacture and sale of Scophony television receivers in this country [BROADCASTING, Nov. 15], but the fact of his delayed departure indicates that negotiations are in progress. He is also conferring with officials of the New York World's Fair 1939 about arranging a Scophony exhibit at the exposition, but no conclusion has been reached about this either.

MORE FLOOD HELP
WGY Musters Gang to Assist In Building Dykes

A BELATED tribute to radio's service during the autumn hurricane and flood conditions in New England was received recently by WGY, Schenectady, from J. W. Holler, district engineer of the New York Dept. of Public Works.

Engineer Holler told of a call he received from West Sand Lake, a New York village, that swollen streams were about to overflow their dykes and flood the territory, of finding himself unable to recruit highway patrolmen because all communication lines were down, and finally "in distress" calling for assistance from WGY, which interrupted a regular program to recruit maintenance men and direct them to the public works emergency station at West Sand Lake.

"I immediately started a personal automobile journey, winding my way over submerged highways and through fallen trees, a distance of only about 14 miles," continued Mr. Holler. "When I arrived at this alarmed hamlet 40 minutes later, due to your assistance, 89 husky men with shovels, picks, and other tools, together with eight trucks, a power shovel and equipment stood ready to receive my instructions. We were able, through uninterrupted labors of this crew throughout the night, to fill with sand a thousand burlap bags, raise the level of the dykes, and confine waters of the stream to this artificial channel, thereby averting damage to our highway system and two adjacent large bridges. This could not have been accomplished through any other means than that which you so generously rendered to me."

New Beaming Device

A MEANS of changing the direction of a shortwave radio beam by merely pressing a button has been developed by NBC engineers under the direction of Raymond F. Guy, radio facilities engineer. This device, which by shifting phase can change the direction of a beam as much as 20 degrees, is now being installed at 3XL and 3XAL, NBC international stations. Chief use of the invention will be in connection with the network's broadcasts to South America, in focussing the beam carrying Portuguese programs on listeners in Rio de Janeiro on Buenos Aires for Spanish programs, a shift of approximately 20 degrees. This new method of intensifying the signal on a particular area will be put into operation about the first of the year.

Dakota Account Success

STATE MILL & Elevator Co., Grand Forks, N. D., marketers of Dakota Maid Flour, reports great success in marketing and distributing its product via the recently formed Dakota Broadcasting System, an eight-station hookup comprising KFYR, Bismarck; WDAY, Fargo; KGCU, Mandan; KRMC, Jamestown; KOVC, Valley City; KFJM, Grand Forks; KDLR, Devils Lake, and KWTN, Watertown, S. D. The regional network on special occasions also adds KLPM, Minot, N. D., and KVOX, Moorhead, Minn. It is headed by Col. Irving Speed Wallace, with headquarters in the Grand Pacific Hotel, Bismarck.

WHITE LABORATORIES, Newark, on Nov. 22 added 70 stations throughout the country to its daytime spot announcement campaign for Feenamint. Agency is William Esty & Company, New York.

H. V. KALTENBORN, CBS's head news commentator, has been appointed associate editor and foreign news advisor for Pathe News. In addition to his new duties, he will continue with his CBS program, *Headlines & Bylines*.

Favors Sale of WFAS

FORMER Examiner John P. Bramhall, in one of his final reports before being transferred to the FCC Law Department, made public Nov. 28, recommended that the FCC take favorable action on the application of Selma Seitz to transfer WFAS, White Plains, N. Y., to J. Noel Macy, publisher of the *Yonkers Herald-Statesman* and six other Westchester County newspapers, and Valentine E. Macy Jr. The 100-watt station on 1210 kc., which shares time with three other stations, would be sold for $25,500.

WMMN to Dedicate

WMMN, Fairmont, W. Va., on Dec. 3 and 4 will dedicate its new transmitter and inauguration of operation with 5,000 watts daytime and 1,000 watts at night. CBS will salute the station on Dec. 3. O. Jay Kelchner, formerly of WSPD, Toledo, is managing director of the station, which is owned by the interests operating WSPD and WWVA, Wheeling. George B. Storer is president and J. Harold Ryan vice-president of the operating company. A new Western Electric 5 kw. transmitter has been installed. The station operates on 890 kc.

Shaver in Spots

GENERAL SHAVER Co., subsidiary of Remington-Rand, New York, on Nov. 21, started a pre-Christmas campaign of morning and evening news broadcasts and evening chain-breaks three to four times weekly to promote electric shavers and portable typewriters on 38 stations coast-to-coast in all its major markets. Campaign will run through Dec. 18, and was placed by BBDO, New York.

WLW, Cincinnati, keyed to MBS the Thanksgiving dinner to 22,000 poor children with Herb Flaig, special events director, in charge.

This actor-advertising man can help your radio program

This man has had his name in lights on Broadway. At the height of success, he turned his back on the theatre to become advertising manager for large national advertiser. Became commercial minded to extent of producing coast-to-coast programs that upped sales 316%. Because he combined intimate knowledge of the theatre, a flair for showmanship PLUS *sound, proven business judgment and a practical knowledge of advertising*, he can "be the doctor" for your own radio program. He is now open to accept one or two further assignments. Write Box A181, BROADCASTING.

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Station owners, managers, sales managers and chief engineers comb every issue of BROADCASTING.

RCA WORLD WIDE WIRELESS
FREQUENCY MEASURING SERVICE
Many stations find this exact measuring service of great value for routine observation of transmitter performance and for accurately calibrating their own monitors.
MEASUREMENTS WHEN YOU NEED THEM MOST
at any hour every day in the year
R. C. A. COMMUNICATIONS, Inc.
Commercial Department
A RADIO CORPORATION OF AMERICA SERVICE
66 BROAD STREET NEW YORK, N. Y.

CLASSIFIED ADVERTISEMENTS

Help Wanted and Situations Wanted, 7c per word. All other classifications, 12c per word. Minimum charge $1.00. Payable in advance. Count three words for box address. Forms close 25th and 10th of month preceding issues.

Help Wanted

National Radio Employment Bureau. All departments except talent. Complete information free. Paramount Distributors, Box 864, Denver, Colo.

Wanted: Sales representative for 1000 watt station in city of 75,000 population. Must have had complete background of responsibility and radio sales experience. Box A174, BROADCASTING.

Two live wire experienced radio salesmen for midwest 1000 W Station. Send full details, background, experience, reference, recent photo. State salary expected. Box A169, BROADCASTING.

A progressive station in city of four hundred thousand population desires a real salesman who has a successful record in selling radio time. Such a salesman would have unlimited possibilities as to earning power here. Give full particulars. Box A182, BROADCASTING.

NATIONAL RADIO EMPLOYMENT BUREAU wants good experienced radio time salesmen, also men who have experience as combination announcers and operators. Free information. Write Paramount Distributors, Box 864, Denver, Colorado.

Situations Wanted

Employed A-1 announcer wants change anywhere with opportunity. Recording audition. Box A180, BROADCASTING.

ARTISTS BUREAU MANAGER. Brilliant experience. Organization. Production. Promotion. Sure fire money making setup. Investigate. Box A178, BROADCASTING.

Announcer salesman wants job with small southern station. Record of voice on request. Box A184, BROADCASTING.

Radio Operator—two years experience. First Class Telephone License. Age 26. Good recommendations. Available for work at once. Box A173, BROADCASTING.

Salesman eight years experience. Billing $45,000 yearly on small station. Executive ability. Prefer South or Southwest. Address Box A170, BROADCASTING.

Production man, ten years' experience, production, programming, promotion, writing. Employed, but wants to make change. Married. Will accept small salary. Box A165, BROADCASTING.

All-around Announcer, knows Dramatics and Production lines. Educated. Single. References. Box A138, BROADCASTING.

Situations Wanted (Cont'd.)

EXPERIENCED PRODUCER-WRITER-ANNOUNCER (four years' metropolitan radio) desires affiliation with progressive station. Successful record of built-shows that sell. Now employed. A-1 references. Box A183, BROADCASTING.

Production-Program director. Singer (Baritone). 12 years network experience. Now employed. Seeks executive position with any growing station. Knows thoroughly entertainment, radio advertising problems. Married. Box A153, BROADCASTING.

COST-CUTTING, TWO-FISTED, CHIEF ENGINEER fully experienced desires change. Now employed 5-kilowatter CBS. Can save you money on maintenance, with less discrepancies, if any at all. Desire change by January 1. Box A171, BROADCASTING.

Employed broadcast technician desires change for better. Competent to hold Chief Engineers position; CREI trained; A-1 references; experienced on 5KW, 1KW and 100 Watt. Have done combination work. Will go anywhere. Box A175, BROADCASTING.

Successful radio time salesman now employed would like to produce for local station in metropolitan area. Young. Ambitious. Resourceful. Producer. Good record. Box A177, BROADCASTING.

Young man with two years experience desires position with small station as junior announcer. Fine voice and unusual ability at sport broadcasts. Voice recording. Box A176, BROADCASTING.

For Sale—Equipment

For sale: Two ERPI 33 1/3 turntables, 110 volts, A. C. drive, complete with all operating equipment. Box A172, BROADCASTING.

Collins ultra high frequency broadcast transmitter 100 Watts. Crystals and coils for the four experimental broadcast frequencies between 30-41 megacycles. Box A179, BROADCASTING.

For Rent—Equipment

Approved equipment, RCA TMV-75B field strength measuring unit (new), direct reading; Estiline Angus Automatic Recorder for fading on distant stations; G. R. radio frequency bridge; radio oscillators, etc. Reasonable rental. Allied Research Laboratories, 260 East 161st Street, New York City.

CBS Drops Coast Band As Union Boosts Scale

WHILE CBS, Hollywood, and Los Angeles Local 47, Musicians Mutual Protective Assn., remain at odds over the union's move to increase scale on commercial broadcasts, the network announced discontinuance of its 20-man studio orchestra on Dec. 5 for the rest of the year. Several sustaining programs using music will be withdrawn from the night-time schedule. New scale, which went into effect in November, calls for an increase per man of 37½%. Spokesman for the network declared that when the new two-year agreement was made with the union early this year, verbal promise was given that no stiff increase in pay would be demanded. New scale for commercials increase wage per man from $95 to $130 weekly.

Temporary suspension of the studio orchestra was ordered as the network's Hollywood quota for the year had been passed. Musicians will thereafter be employed on casual basis—when needed. It was further indicated that similar suspension of musical activity would be enforced for three months next summer unless the present scale and restrictions are modified. It was pointed out by a CBS executive that the new scale is penalizing musicians to the tune of more than $1,000 weekly for the month of December, money that would normally accrue to them were the contractual wage scale, as agreed upon early this year, maintained.

Freeman Program Case Is Dismissed by Court

THREE-YEAR-old case of NBC and Cecil, Warwick & Cecil (now Cecil, Warwick & Legler) against Charles Henry Freeman Jr. was dismissed Nov. 26 by Judge Samuel Mandelbaum of U. S. District Court in the Southern District of New York, and at the same time the temporary injunction restraining Freeman was also dismissed. Decision granted the application of the plaintiffs for dismissal and denied the affidavit of the defendant requesting that the case be brought to trial.

History of the case dates back to the fall of 1935 when it was announced Sherwin-Williams Co. would sponsor *Metropolitan Opera Auditions of the Air* on NBC. Freeman published an advertisement stating that the idea of presenting amateurs and unknowns of opera was copyrighted and that agents, networks and sponsors using the idea would be subject to possible prosecution for invasion of his rights. Sherwin-Williams refused to go on the air unless it could be assured it would not be subject to damages. NBC sued Freeman for $62,308, the amount it would receive from the program. Cecil, Warwick & Cecil, agency for Sherwin-Williams, likewise sued for $16,583, amount of its commissions. Both plaintiffs asked for an injunction against Freeman and on Nov. 23, 1935, Federal Judge John C. Knox granted a temporary injunction restraining Freeman from claiming any copyright or bringing any suit or threatening any suit against Sherwin-Williams Co. or making false or misleading statements regarding that company's radio program.

Flamm Explains Refusal to Broadcast Coughlin

The following statement was read by an announcer over WMCA, New York, at 4 p. m. Sunday, Nov. 27:

"We are not presenting the talk by the Rev. Charles E. Coughlin originally scheduled at this time. We request the attention of our audience to a brief statement by Donald Flamm, president of WMCA, explaining our action. We quote Mr. Flamm's statement:

Radio Station WMCA, like every other radio station in the United States, is licensed by the FCC and is required as a condition of continuing to hold its license, to operate in the public interest.

We do not believe it is in the public interest to broadcast material which will stir up religious or racial strife and dissension in America. This policy is not unique on our part, nor has it been suddenly adopted. It is the policy of all nation-wide networks and of most individual stations. In line with that policy, we cut Judge Rutherford off the air in the middle of a broadcast when it became evident that his speech was an attack on Roman Catholics and was designed to stir up religious hatred in this country. We were commended by Catholics and non-Catholics alike for this action and for refusing to take any more broadcasts from him.

Last Sunday, Father Coughlin broadcast over this station a speech that was calculated to stir up religious and racial hatred and dissension in this country. We thereupon notified Father Coughlin that we would carry no more such broadcasts and that hereafter he would have to submit his script to us in advance in order that we might determine its character.

Father Coughlin failed to submit his script to us, although we repeatedly urged it upon him and gave him until noon today to do so. And by such refusal on his part, he has made it impossible for us to live up to our inescapable responsibility under the terms of our license from the United States Government.

In reaching this decision, we have paid particular heed to a speech recently made by the Hon. Frank R. McNinch, chairman of the FCC, in which Mr. McNinch said:

> "Should there ever be an attempt here by anyone to so debase radio as to use it as an instrument of racial or religious persecution, the Communications Commission would employ every resource it has to prevent any such shocking offense. President Roosevelt would, of course, support us to the limit in such a stand. He has consistently sought the safeguarding of radio as an instrument of democracy, never to be used to injure any racial, religious or other group."

We realize it is likely that every effort will be made to distort our action into a false issue of freedom of speech or censorship. We have tried to live up to our obligation as American broadcasters and that is *all* we have tried to do.

Democracy is a fine social philosophy. Freedom of speech is a precious privilege. That is why those of us who are entrusted with the instruments of free speech must be so careful not to permit anyone to defile them.

Three Stations Reject Coughlin

(*Continued from page 17*)

WJJD and WIND, and devoted most of his period to a transcription of his talk of the preceding Sunday. Then he invited his audience to act as the "jury" in determining whether his remarks were anti-Semitic. He repeated his charges that Jewish bankers were identified with the Russian Revolution and that Jews were prominent among its instigators, and he offered what purported to be quotations from official documents to back up his remarks. The existence of one such document, purporting to be in the possession of the U. S. Secret Service, was next day repudiated by the chief of the Secret Service, Frank J. Wilson.

The second broadcast was treated at considerable length in the newspapers, with the *New York Times* quoting the full text of the non-transcribed portion of the broadcast in its issue of Nov. 28. In another dispatch from Berlin, the *Times'* correspondent commented. "The German hero in America for the moment is the Rev. Charles E. Coughlin because of his radio speech representing national socialism as a defensive front against Bolshevism. His objection to radio censorship is characterized as the revelation of a 'typical case of Jewish terrorism of American public opinion.'"

Many broadcasters were stirred by the widespread publicity provoked by the latest Coughlin controversy. Leo J. Fitzpatrick, general manager of WJR, Detroit, which keys the Coughlin hookup, offered to set up an identical network for a reply by Jewish interests. The Coughlin position, and presumably that of his superiors, was that the priest was not seeking to raise a racial issue but merely wanted to point out the dangers of Communism and the excesses of Christian as well as Jewish persecutions.

Whether WMCA, WJJD and WIND would carry future talks by the Detroit priest under their contracts with Aircasters Inc., was not determined as BROADCASTING went to press Nov. 29. Mr. Flamm intimated, however, that he would insist upon copies in advance if the decision was reached to continue the broadcasts. He said strong pressure was being exerted on him from both pro and anti-Coughlin advocates.

The exact hookup carrying Coughlin's new series of speeches has not been disclosed since an original announcement last September that 44 stations had signed contracts. These included WHN, New York, which since then has decided against taking the account and was not part of the hookup when the series resumed Nov. 6. In its place the hookup has included WHBI, a part-time regional in Newark, which was the only metropolitan New York outlet carrying the Nov. 27 broadcast after WMCA had refused it.

WOR, Newark, which formerly was included in the Coughlin hookups, was not signed for the 1938-1939 schedule, and some other stations which were offered the account, like WOL, Washington, stated they could not take it because it interferred with their professional football schedules.

While the list announced in September numbered 44 stations, including 16 of the Colonial Network, it is believed it has been expanded to at least 50.

People's Rally Rejected By WLW for Reference To Controversial Topic

BECAUSE the particular program was said to involve a poll of listeners on a question involving "racial as well as religious controversy", WLW, Cincinnati, exercised its contract privilege in regard to "controversial subjects" by omitting the Mennen Co.'s *People's Rally* Nov. 27, although it offered to carry an "impartially presented" transcription dealing with the poll as a sustaining feature.

The question presented for a listener poll was: *Do you favor an embargo against German goods?*

Explaining WLW's action, James D. Shouse, vice-president of the Crosley Corp. and general manager of WLW-WSAI, commented: "When WLW scheduled the Mennen Co.'s *People's Rally* series last September, it was mutually agreed by the client and the station that at no time would the station be asked to carry broadcasts dealing with controversial subjects inasmuch as the Mennen program was a paid-for commercial program, the station's position being that it did not wish to be put in the position of accepting money and commercializing on the broadcasting of matters of this kind.

"Accordingly, WLW did not broadcast the *People's Rally* program Nov. 27, inasmuch as the question presented to listeners for their vote pro or con is a question which, in the opinion of the station, involves racial as well as religious controversy. It is further the position of the station that should John B. Kennedy, who handles this phase of the program, so desire, WLW will be glad to broadcast a transcription prepared by Mr. Kennedy and dealing with a poll of the listeners on this subject, provided it is impartially presented by Mr. Kennedy, and broadcast said transcription on a non-commercial basis in a sustaining period."

Congress Opening

NBC, CBS and MBS are planning to broadcast a description of the opening of the 76th Congress of the United States on January 3. Representative William B. Bankhead of Alabama, Speaker of the House of Representatives, granted the networks permission to describe the proceedings and also to carry President Franklin D. Roosevelt's message at a joint session of the Senate and the House.

New Foreign Rep

MELCHOR GUZMAN, formerly president of Universal Publishers Representatives, New York, has formed his own company, the Melchor Guzman Co. Inc., Time & Life Bldg., New York, to solicit advertising for foreign newspapers and foreign radio stations. More definite plans will be announced later this month.

Elgin Co-Op Discs

ELGIN WATCH Co., Chicago, is sponsoring 36 weekly station break announcements on WDAF, Kansas City, in a pre-Christmas campaign. The firm has sent the platters to 45 stations for sale to local jewelers and 23 stations have sold the discs for local sponsorship, according to B. W. Gunn, radio director of J. Walter Thompson Co., Chicago agency in charge.

ACTIONS OF THE
FEDERAL COMMUNICATIONS COMMISSION
NOVEMBER 14 TO NOVEMBER 29, INCLUSIVE

Decisions . . .

NOVEMBER 14

MISCELLANEOUS — KTRB, Modesto, Cal., and NEW, Thomas R. McTammany, Modesto, Cal., granted continuance hearing on KRTB renewal and applics. new stations at Modesto to 1-4-39 and granted Bates request to vacate without prejudice the order to take depositions re his applic.; WWRL, Woodside, L. I., granted pet. intervene WCNW renewal; WCOA, Pensacola, Fla., granted petition accept answer in KGNO applic., and time for filing answer extended to 10-31-38; authority to take depositions granted KSAN, San Francisco; to NEW, Cascade Bcstg. Co., Everett, Wash.; to WEDC, Chicago; to WCNW, Brooklyn.

NOVEMBER 16

WLEU, Erie, Pa.—Granted vol. assign. license to WLEU Bcstg. Corp.

KIUN, Pecos, Tex.—Granted mod. license 1420 to 1370 kc.

WJBC, Baton Rouge, La.—Granted renewal license to 4-1-39.

SET FOR HEARING — WALA, Mobile, Ala., CP increase to 1 kw N, move trans., new radiator; WKOK, Sunbury, Pa., mod. license to unl.; KGIW, Alamosa, Col., vol. assign. license to E. L. Allen; NEW, St. Lawrence Bcstg. Corp., Ogdensburg, N. Y., CP 1310 kc 100-250 w unl.; WMIN, St. Paul, mod. license N to 250 w; KCMC, Texarkana, Tex., CP move trans. site, new equip., radiator, change 1420 kc 100-250 w to 1340 kc 500 w 1 kw D; KTAT, Fort Worth, CP move trans., studio to Wichita, Tex., increase D 1 to 5 kw; WLAC, Nashville, CP amended re trans. site, directional antenna, new trans., increase 5 to 50 kw (Commissioners Case & Sykes voted to grant); NEW, A. E. Austin, Santa Monica, Cal., CP 1160 kc 100-250 w unl.; NEW, Bowling Green Bcstg. Co., Bowling Green, Ky., CP 1310 kc 100-250 w unl.

MISCELLANEOUS — KPRC, Houston, cancelled extension auth. 5 kw N for 10 days; WWJ, Detroit, denied extension temp. auth. 5 kw N; WCAO, Baltimore, denied extension temp. auth. 1 kw N; WMRO, Aurora, Ill., granted mod. CP change equip., trans. site, etc.; WDAH, Danville, Ill., granted license for CP new station 1500 kc 250 w D; W9XA, Commercial Radio Equip. Co., Kansas City, granted license for CP high-freq. 1 kw exp.; WHMA, Anniston, Ala., granted license for CP new station 1420 kc 100 w D; WIBC, Indianapolis, granted license for CP new station 1050 kc 1 kw D; WILL, Urbana, Ill., granted mod. CP new trans.; WGRC, New Albany, Ind., granted pet. vacate deposition order; KECA, Los Angeles, granted pet. take depositions re Worcester Bcstg. Corp.; NEW, McComb Bcstg. Corp., McComb, Miss., granted request amend deposition order; NEW, Coastal Bcstg. Co., Brunswick, Ga., granted withdrawal without prejudice applic. CP 1420 kc 100-250 w unl.; NEW, Clair L. Farrand, New York, granted withdrawal without prej. applic. 143600 kc 1 kw unl.; WJRD, Tuscaloosa, Ala., granted continuance hearing to 1-9-39; NEW, Birmingham News Co., Birmingham, granted withdrawal without prejudice applic. CP 590 kc 1 kw unl.; NEW, Pee Dee Bcstg. Co., Florence, S. C., granted subpoena duces tecum to Virgil V. Evans for hearing 11-22-38 on applic. asking WOLS facilities; KECA, Los Angeles, granted auth. take depositions re applic. assign license, move to San Diego; KGBX, Springfield, Mo., granted reconsideration dismissal CP, and modified to dismissal without prejudice; NEW, Pee Dee Bcstg. Co., Florence, S. C., granted subpoenas on applic. WOLS facilities; KGB, San Diego, granted intervention hearing on vol. assign. KECA license.

NOVEMBER 17

KROC, Rochester, Minn., granted request depositions be accepted in evidence; WKZO, Kalamazoo, Mich., denied pet. return applic. CP increase N to 5 kw; NEW, Yuba-Sutter Bcstrs., Marysville, Cal., granted auth. take depositions; WCNW, Brooklyn, granted continuance hearing WWRL applic. and WCNW renewal; KFSD, San Diego, granted pet. intervene KECA, KEHE applics.

NOVEMBER 21

MISCELLANEOUS—WCNW, Brooklyn, issued order to take depositions; KPAB, Laredo, Tex., granted order take depositions; WGTM, Wilson, N. C. granted order to take depositions; WHN, New York, denied continuance hearing; NEW, Larry Rhine, San Francisco, denied continuance hearing, and examiner directed to close record; WAGA, Atlanta, granted continuance hearing; NEW, George H. Payne, San Jose, Cal., denied continuadce hearing.

NOVEMBER 22

W1XEQ, New Bedford, Mass.—Granted renewal license.

El Paso Bcstg. Co., El Paso, Tex.; KGKL, San Angelo, Tex.; Tribune Co., Tampa, Fla.—Order denying applic. Tribune Co. for CP affirmed with amendment; KGKL and Tribune Co. petitions for rehearing denied.

MISCELLANEOUS—Temporary renewals granted KHUB, KPFA, WBLY, WBRK, WCRW, WGCM, WJNO, WLAK, KGBU, WBHP, KUSD, WIRE (aux.), WQBC, WVFW, KGDE, WBBZ, WJBW, WJRD, WMBO, WOLS, WNBX, KINY, WGAR (aux.); KSAN, San Francisco, granted license for CP new radiator etc.; W2XBF, New York, granted license for CP multiplex operation; WBOE, Cleveland, granted license for CP educational station; WLTH, New York, granted CP change equip.; WPAX, Thomasville, Ga., granted license for CP increase power, unl.; KQV, Pittsburgh, granted license for CP increase power and time; WNBC, New Britain, Conn., granted license for CP increase power and hours; WBIL, New York, granted pet. intervene move of WPG to New York; W2XVT, Upper Montclair, N. J., granted mod. CP move site etc.; WWSW, Pittsburgh, denied reconsideration and grant without hearing applic. transfer control; NEW, F. W. Meyer, Denver, denied motion to withhold decision in KVOD and KFEL cases; WJJD, Chicago, granted reconsideration & grant renewal applic.

SET FOR HEARING—NEW, Publix Bamford Theatres, Asheville, N. C., CP 1430 kc 1 kw unl. directional N; WSNJ, Bridgeton, N. J., CP change trans., increase to 100-250 w unl.; WDGY, Minneapolis, mod. license to unl.; WMSD, Sheffield, Ala., transfer control Muscle Shoals Bcstg. Corp., license to W. M. Lidden; NEW, Elgin Bcstg. Assn., Elgin, Ill., CP 1500 kc 100 w D; WGH, Newport News, Va., transfer control of Hampton Roads Bcstg. Corp. to Daily Press Inc.; NEW, Vincennes Newspapers Inc., Vincennes, Ind., CP in docket amended; W9XAA, Salt Lake City, CP international station, change trans., equip., increase to 10 kw A3 unl., and vol. assign. license to Radio Service Corp. of Utah.

NOVEMBER 25

KTKC, Visalia, Cal.—Granted oral argument 12-8-38.

NEW, John F. Nolan, Steubenville, O.—Granted continuance hearing to 1-6-39.

MISCELLANEOUS — NEW, Laredo Bcstg. Co., Laredo, Tex., CP applic. withdrawn without prejudice; KYA, San Francisco, granted order depositions; NEW, James F. Hopkins Inc., Ann Arbor, Mich., denied continuance hearing; Ray McClung, Horace E. Thomas, Stanley R. Pratt Jr., Redding, Cal., granted pet. intervene applic. Yuba Sutter Bcstrs., Marysville; KHSL, Chico, Same, same; KTEM, Temple, Tex., granted auth. extend time file appearance and answers.

NOVEMBER 29

WAYX, Waycross, Ga. — Granted vol. assign. license to Jack Williams.

WAZL, Hazleton, Pa.—Granted mod. license to Simul.-D WILM, Sh.-N WILM.

WILM, Wilmington, Del. — Same; also move trans., radiator.

WJJD, Chicago—Granted vol. transfer to H. Leslie Atlass, Ralph L. Atlass, Pauline S. Atlass, Ralph Louis Atlass, H. P. Sherman, Philip K. Wrigley.

WIND, Gary—Granted auth. transfer control to same group.

WHN, New York — Granted 5 kw N temp.

WCKY, Cincinnati—Granted CP directional, increase 10 to 50 kw.

TEMPORARY RENEWALS — WBBR, KVSO, KVOS, KOOS, WKBO, WJEJ, KFDM, KSUB.

SET FOR HEARING—WBAX, Wilkes-Barre, renewal and vol. assign. license to Stenger Bcstg. Corp.; WFMD, Frederick, Md., CP increase to unl.; NEW, Dalhart Bcstg. Co., Dalhart, Tex., CP 1500 kc. 100-250 w D unl.; NEW, Copper Country Bcstg. Co., Hancock, Mich., CP 1370 kc 100-250 w spec.; NEW, Martinsville Bcstg. Co., Martinsville, W. Va., CP 1420 kc 100-250 w unl.; NEW, Presque Isle Bcstg. Co., Erie, Pa., CP 1500 kc 100-250 w unl.; WHBB, Selma, Ala., vol. transfer control to Bascom Hopson; KCRJ, Jerome, Ariz., vol. assign. license to Central Arizona Bcstg. Co.; NEW, Albermarle Bcstg. Co., Elizabeth City, N. C., CP 1370 kc 100-250 w unl.

MISCELLANEOUS—NEW, Saginaw Bcstg. Co., Saginaw, Mich., and NEW, Gross & Shields, Saginaw, order denying Saginaw Bcstg. Co. applic. and granting that of Gross & Shields vacated in accordance with court mandate, parties given 20 days to file proposed findings of fact and conclusions; WCBA and WSAN, Allentown, Pa., granted leave withdraw applic. without prejudice; NEW, Charles Porter and Edward T. Eversole, Festus, Mo., same; KMLB, Monroe, La., denied reconsideration and rehearing; KWTN, Watertown, S. D., pursuant to stay order, temporary renewal license issue pending decision; Birmingham News Co., Birmingham, granted withdrawal CP without prejudice; KIDO, Boise, Idaho, mod. CP denied as in default; NEW, Charles Porter, Edward T. Eversole, Festus, Mo., granted dismissal CP without prejudice.

Examiners' Reports . . .

WAAF, Chicago—Examiner Hyde recommended (I-735) that applic. transfer control Drovers Journal Pub. Co. to Ralph W. Dawson be denied.

NEW, Peter J. Caldarone, Providence—Examiner Dalberg recommended (I-736) that applic. CP 1270 kc 250 w D be denied.

WFAS, White Plains, N. Y. Examiner Bramhall recommended (I-737) that applic. transfer of control to Valentine E. Macy Jr. and J. Noel Macy be granted.

KELA, Chehalis, Wash.—Examiner Irwin recommended (I-738) that applic. increase 500 w to 1 kw be granted.

Applications . . .

NOVEMBER 14

WNBC, New Britain, Conn.—License for CP increase power, new antenna, move trans.

NEW, Niagara Falls Gazette Pub. Co., Niagara Falls, N. Y.—CP 1260 kc 250 w D, amended to 1 kw.

KQV, Pittsburgh—License for CP increase power, change hours.

WTAR, Norfolk, Va.—CP increase D to 5 kw, new trans.

NEW, Journal Co., Milwaukee—CP 1 kw visual and aural.

NOVEMBER 16

WNLH, Laconia, N. H.—CP move trans. to Sanbornton, N. H., new trans., antenna.

WBBC, Brooklyn—Auth. transfer control to Peter and Millie Testan, amended to Peter Testan, executor.

WIBG, Glenside, Pa.—CP move trans. amended re equip., omit request move studio.

WJLS, Beckley, W. Va.—Mod. CP re trans., studio sites.

KLO, Ogden, Utah—Mod. CP increase power etc., for new trans.

NOVEMBER 18

NEW, WDRC, Hartford—CP experimental station high freq. 100 w.

WLW, WSAI, Cincinnati—Mod. facsimile, 500 kw. and other exp. authorizations to change name to Crosley Corp.

WTAR, Norfolk, Va.—CP increase 1 to 5 kw, amended to omit increased D power.

WKAR, E. Lansing, Mich.—Mod. CP new trans., antenna etc. to move trans.

KNOW, Austin, Tex.—Vol. assign license to Frontier Bcstg. Co.

KVSO, Ardmore, Okla.—Auth. transfer control to Albert Riesen Jr., Maurine Easley Riesen, John E. Riesen and Betty Maurine Riesen.

WGRC, New Albany, Ind.—Auth. transfer control amended to Northwise Bcstg. Corp.

WLS, Chicago—License for CP new trans. etc.

NOVEMBER 21

WBCM, Bay City, Mich.—Auth. transfer control to Harley D. Peet.

KAND, Corsicana, Tex.—CP increase to 250 w amended re equip., and to 100-250 w.

WACO, Waco, Tex.—Vol. assign. license to Frontier Bcstg. Co.

NOVEMBER 23

WFBG, Altoona, Pa.—Mod. license to unl. (contingent WJAC grant).

WDAN, Danville, Ill.—Mod. license D to unl. 100-250 w.

WREN, Lawrence, Kan.—CP directional N, move trans., studio.

NOVEMBER 25

WHOM, Jersey City—License for CP change antenna, trans.

WCAX, Burlington, Vt.—Vol. assign. license to Vermont Bcstg. Corp.

NOVEMBER 29

WDAS, Philadelphia—CP new antenna for aux. trans.

WTMA, Charleston, S. C.—Amend CP to d/b Atlantic Bcstg. Co.

WMFR, High Point, N. C.—CP aux trans.

ON HIS *Morning Watch* feature heard daily on WTIC, Hartford, Ben Hawthorne supplements his alarm clock by ringing bells sent by fans from all parts of the world. The program is sponsored by G. Fox & Co., department store. In his collection is an altar bell dated 1764 from the cathedral at Bruges, Belgium. Another is a hand-blown glass bell made in colonial days.

Cornell-Dubilier Signs To Aid ISEC Affiliates

CORNELL-DUBILIER Electric Corp., S. Plainfield, N. J., recently contracted with International Standard Electric Corp., New York, to furnish the assistance of its engineering, manufacturing and commercial divisions to ISEC affiliates in Europe. Several engineers, representing the foreign firms, are in America visiting the Cornell-Dubilier plant, and later American engineers are to visit the factories abroad in an advisory capacity.

Among the foreign firms affiliated with International Standard Electric which are affected by the agreement, are Le Material Telephonique, Boulogne-Billancourt, France; Bell Telephone Mfg. Co., Berne, Switzerland; Standard Telephone and Radio A. G., Zurich, Switzerland, and Bell Telephone Mfg. Co., Antwerp, Belgium.

Network Accounts

All time EST unless otherwise indicated.

New Business

THOMAS COOK & Son-Wagon-Lits, New York (travel), on Dec. 18 starts *The Man from Cooks*, travel talks, on 19 NBC-Blue stations. Agency: Newell-Emmett, N. Y.

RALSTON-PURINA Co., St. Louis, on Dec. 8 starts interview series on 7 CBS Pacific stations. Agency: Gardner Adv. Co., St. Louis.

PROCTER & GAMBLE Co., Cincinnati (Oxydol), on Nov. 21 started *Central City*, a new script serial on 12 NBC-Blue stations 9:45 a. m., replacing *Ma Perkins*, which will continue on 65 NBC-Red stations at 3:15 p. m. Agency: Blackett-Sample-Hummert, Chicago.

W. A. SHEAFFER PEN Co., Fort Madison, Ia. (fountain pens), on Nov. 28 started *Lifetime Revue* for 3 weeks on 4 MBS stations (WGN, WOR, CKLW, WAAB), Mon., 8-8:15 p. m. Agency: Russell M. Seeds Co., Chicago.

BENJAMIN MOORE & Co., New York (paint), on Jan. 7, starts program on 40 NBC-Red stations, Sat., 11-11:15 a. m. Direct.

AMERICAN POP CORN Co., Sioux City, Ia. (Jolly Time popcorn), on Nov. 13 started for 13 weeks *Jolly Times* on 13 Cal.-Don Lee network stations, Sun., 1:25-1:30 p. m. Agency: Coolidge Adv. Co., Des Moines.

LOS ANGELES BREWING Co., Los Angeles (beer & ale) on Nov. 15 started for 13 weeks, *Today's Songs*, on 3 Cal.-Don Lee network stations (KHJ, KGB, KPMC), Tues., Thurs., Sat., 9:15-9:20 p. m. Agency: Lockwood-Shackelford Adv. Agency, Los Angeles.

MANHATTAN SOAP Co. New York (Sweetheart soap) on Nov. 16 started *Noon Time News*, on 8 So. Cal.-Don Lee network stations, Mon. thru Fri., 12 noon-12:15 p. m. Agency: Milton Weinberg Adv. Co., Los Angeles.

ETHYL GASOLINE Corp., New York, on Jan. 12 starts *Tune-Up Time* on 61 CBS stations, Thurs., 10-10:45 p. m. Agency: BBDO, N. Y.

UNITED STATES RUBBER Co., New York, on Feb. 22 starts *One Hundred Men & a Girl* on CBS, Wed., 10-10:30 p. m. Agency: Campbell-Ewald Co., N. Y.

Renewal Accounts

CUMMER PRODUCTS Co., Bedford (Molle shaving cream), on Dec. 20 will renew for 13 weeks *Battle of the Sexes* on 35 NBC-Red stations, Tues., 9-9:30 p. m., and will add more NBC-Red stations middle of January. Agency: Stack-Goble Adv., Chicago.

ALBERS BROS. MILLING Co., Seattle (cereals), on Jan. 3 will renew for 13 weeks *Good Morning Tonight* on 6 NBC Pacific stations (KPO KFI KGW KOMO KHQ KDYL), Tues., 9-9:30 p. m. (PST). Agency: Erwin, Wasey & Co., Seattle.

QUAKER OATS Co., Chicago (cereal), on Dec. 31 will renew *Tommy Riggs & Betty Lou* for 13 weeks on 58 NBC-Red stations, Sat., 8-8:30 p. m. Agency: Ruthrauff & Ryan, Chicago.

R. L. WATKINS Co., New York (Dr. Lyons toothpaste), on Dec. 5, renews for 52 weeks *Alias Jimmy Valentine* on 24 NBC-Blue stations, Mon., 7-7:30 p. m. Agency: Blackett-Sample-Hummert, N. Y.

7-UP BOTTLING Co., Los Angeles (beverage), on Nov. 14 renewed for 13 weeks *The Marines Tell It to You*, on 3 California Don Lee network stations (KHJ, KFXM, KPMC), Mon., 8-8:30 p. m. Agency: Glasser Adv. Agency, Los Angeles.

PHILIP MORRIS & Co., New York (cigarettes), on Nov. 25 renewed for 13 weeks *What's My Name?* on 3 Mutual stations, Fri., 8-8:30 p. m. Agency: Biow Co., N. Y.

GENERAL FOODS Corp., New York (Postum), on Jan. 2 renews *Lum & Abner* for 17 weeks on 41 CBS stations, Mon., Wed. and Fri., 7:15-7:30 p. m. Agency: Young & Rubicam, N. Y.

B. T. BABBITT Co., New York (Bab-O cleanser), on Feb. 20 renews *David Harum* for 52 weeks on 23 NBC-Red stations, Mon. thru Fri., 11-11:15 a. m. Agency: Blackett-Sample-Hummert, N. Y.

Network Changes

MILES LABORATORIES, Elkhart, Ind. (Alka-Seltzer), on Nov. 15 shifted *Uncle Ezra* on NBC-Red, Tues. and Fri., 10:45-11 p. m. to 10:30-10:45 p. m.

CANADA DRY GINGER ALE, New York, on Nov. 15 added 10 stations to NBC-Blue *Information Please*, bringing total to 52, Tues., 8:30-9 p. m.

MUSTEROLE Co., Cleveland (Musterole), on Jan. 2 adds 11 stations to *Carson Robison* bringing the total to 45 NBC-Blue stations, Mon., 8-8:30 p. m.

TEXAS Co., New York (Texaco), on Nov. 23, shifted *Texaco Star Theatre* on 93 CBS stations, Wed., from 9:30-10:30 p. m. to 9-10 p. m. Agency: Buchanan & Co., N. Y.

FELS & Co., New York (Naptha soap chips), on Nov. 9 added WEBC and on Nov. 16 added KELO WDAY and KFYR for *Hobby Lobby*, on 41 NBC-Blue, Wed., 8:30-9 p. m. (NBC-Red on Pacific coast).

CAMPBELL SOUP Co., Camden, N. J. (soups, beans, tomato juice), on Dec. 9 replaces *Hollywood Hotel* with *Mercury Theatre of the Air* on 58 CBS stations, Fri., 9-10 p. m. Agency: Ward Wheelock Co., Philadelphia.

WM. WRIGLEY Jr. Co., Chicago (gum), extends through Jan. 1 *The Laugh Liner* on 102 CBS stations, Sun., 6:30-7 p. m. Agency: Frances Hooper Adv., Chicago.

WM. WRIGLEY Jr., Co., Chicago (gum), on Nov. 7 added 42 CBS stations to *Scattergood Baines*, previously heard on 26 western CBS stations, Mon. thru Fri., 11:15-11:30 a. m. (reb. 3:30-3:45 p. m.) Agency: Neisser-Meyerhoff, Chicago.

HOUSEHOLD FINANCE Co., Chicago, on Nov. 30 shifts *It Can Be Done* on 28 CBS stations, Wed., from 10:30-11 p. m. to 10-10:30 p. m. Agency: BBDO, Chicago.

JOHN BARRYMORE, on Nov. 23 replaced Adolphe Menjou as m. c. on the *Texaco Star Theater* program, sponsored by Texas Co., New York, on CBS.

STANDARD BRANDS, New York (Fleischmann Yeast), on Nov. 2 added 4 NBC-Blue stations (WHK WXYR WSPD WCKY) to *Dr. Stidger Spotlight Parade* on NBC-Blue and on Nov. 21 added WOWO, with a transcribed rebroadcast on WLS.

Scotch Showmanship

W. T. CRANSTON, commercial manager of CJCA, Edmonton, Alta., sold to the McNeil Taxi Co. one half-hour travel talk to Scotland for St. Andrews Day, Nov. 30. The sale coincided with the return to Edmonton of Mr. Campbell, president of the city's largest furniture company, from a trip to Scotland. Campbell was urged to do the McNeil show, making a travel talk from his own experiences. The furniture store president liked his own audition disc so well that he insisted on a re-run under sponsorship of his own company.

William J. Monaghan

WILLIAM J. MONAGHAN, 41, vice-president in charge of advertising of the Pioneer Ice Cream Division of Borden Co., New York, died Nov. 26 at his home in Forest Hill, L. I., following a long illness. Mr. Monaghan had been with the company for 12 years, during which time he had served as president of the Association of Ice Cream Manufacturers of New York State and also had headed the Metropolitan Association of Ice Cream Manufacturers. He was a member and former director of the Sales Executive Club.

What Listeners Want

TABULATION of a recent radio questionnaire sent out by Metropolitan Adv. Co., New York, to savings bank depositors revealed that 80% of the depositors were regular listeners to the radio and preferred variety type programs, offering a diversity of entertainment. Among news broadcasts, the commentator type of program was predominant, although single-type programs rated comparatively low in the survey. A greater volume of preferences were indicated on those questions which called for specific name choices of programs than on corresponding questions in which merely a choice of classification was asked.

ALVIN AUSTIN Co., New York, and Raymond Spector, formerly of Franklin Bruck Adv. Corp., on Dec. 1 formed Austin & Spector, with offices at 32 E. 57th St. Mr. Austin is radio director.

Muzak Commercial Net Starts Variety Series to Test Program Reaction

MUZAK Corp., New York wired radio system, is making its recently launched commercial network of bars, grills and restaurants available to advertisers desiring to test audience reaction to new programs as well as to those who use the 15-second announcements to advertise products sold in these outlets.

Beginning Dec. 1, the network will accept musical, variety or revue type programs after 11 p. m., so the sponsor or agency may send its representatives to the places served by Muzak to watch reaction to the shows. No commercials may be included unless the product advertised is one sold in bars and grills. Advantage of this plan over studio audience tests, says Muzak, is that the bar audience does not know it is being used as a test and so reacts naturally to what it hears.

On Nov. 15, the company issued its first rate card for its sponsored program service. Announcements, made every 15-minutes between 11:30 a. m. and 3:30 a. m., cost $15 for four, broadcast at lunch, cocktail, dinner and supper time. Five-minute news periods cost $15 each. A five-minute sports review at 6 p. m. costs $25; the 15 news bulletins, broadcast every hour on the half-hour, are priced at $50 per day, and hourly time signals are $10 per day. No sponsorship is accepted for the musical programs. Announcements are limited to 15 seconds.

Muzak Sponsored Program Service, which is sold to the eating and drinking places for an installation fee plus a $15 monthly service charge, is entirely separate from the regular Muzak service of wired music without any commercials which currently serves some 400 class restaurants in the New York metropolitan area.

EMPIRE Broadcasting Corp., recording firm, has taken offices at 480 Lexington Ave., New York. Gerald A. Kellaher, partner in the firm of Henry Morgan & Co., members of the New York Stock Exchange, is president and treasurer. E. L. Bresson, formerly head of Sound Reproductions Corp., is vice-president and general manager. Gordon Butler, who formerly had his own production and recording studio in Dallas, is vice-president and sales manager.

"The Crystal Specialists Since 1925"
SCIENTIFIC
LOW TEMPERATURE
CO-EFFICIENT CRYSTALS
Approved by FCC
Two for $75.00 $40 Each
Supplied in Isolantite Air-Gap Holders in the 550-1500 Kc. band. Frequency Drift guaranteed to be "less than three cycles" per million cycles per degree centigrade change in temperature. Accuracy "better" than .01%. Order direct from—
Scientific
RADIO SERVICE
124 JACKSON AVENUE
University Park
HYATTSVILLE, MARYLAND

FOR YOUR NEW STUDIOS—
Choose
—Gates Speech Equipment

Universal
AIRMASTER
Microphones
A new constant air-velocity super-microphone. Notable for fidelity of tone, sensitivity and wide range pickup. Freq. range 30 to 12,000 CPS. Output level -62 db. Includes 3-prong lock ring plug and 25 ft. rubber covered cable.
Model AV-H, high impedance (direct to grid); AV-P, to match 500 ohms line; AV-L, to match 200 ohm line; and AV-D, 33 ohms to match inputs, mixers or other low impedance lines.
Microphone Division
Universal Microphone Co., Ltd.
INGLEWOOD, CALIFORNIA, U.S.A.

Merchandising & Promotion

L. B's. Calendars—On Their Shelves—Disc for Youths—Western Slope—Grid Winners

ISSUED by The Katz Agency, New York, a new brochure titled "A Plain Statement about Merchandising Cooperation — from the Central States Broadcasting System" outlines the 7-Point Plus Plan of KOIL, Omaha, and KFOR, Lincoln, which includes window displays, "flash" promotion by a listener publication, monthly dealer bulletins, special letter and bulletin service, pre-announcement service, "sample time," and newspaper advertising, along with nine other "plus" services. The brochure calls the plan "definite merchandising because the advertiser knows exactly what he is going to get and receives actual proof that it is given" and quotes an advertiser's comment that "it's distinctly not a flash in the pan."

Among advertisers listed as users of the idea since its inauguration May 1 are California Fruit Growers' Exchange, Los Angeles Soap Co., Joe Lowe Corp., Goetz Brewing Co., General Mills, Fontenelle Brewing Co., Goodrich dealers, Guarantee Mutual Co., Dr. Caldwell Co., Gooch Milling Co. and Schulze Baking Co., along with the programs they sponsored. The list is followed by advertisers' comments.

* * *

KSAN's Big Tieup

KSAN, San Francisco, has arranged a 26-week tieup with the San Francisco Chamber of Commerce and the Federal Housing Adm. in presenting six programs weekly. The 1939 Golden Gate International Exposition likewise comes into the picture. The program is produced by the Chamber of Commerce under the direction of C. Wesley Edwards, KSAN promotion manager. KSAN receives prominent mention on 50 billboards placed in the city by the Chamber. The station likewise will be mentioned in four full page advertisements to run in the newspapers. In addition KSAN is to be mentioned on special stickers which the Pacific Gas & Electric Co. is attaching to all bills sent out in the next two months in the Bay area. Similar stickers will go out on all bank statements and stickers and folders calling attention to the program are being distributed by more than 200 firms in the building industry.

* * *

L. B. Greets the Trade

WCKY, Cincinnati, is distributing wall calendars with an advertising message barely perceptible unless seen from a distance of several feet. Art designs are the basic motif, with an easily read calendar pad. The WCKY message is set in 30-point vogue type, black on dark blue background.

* * *

Razors for Hockey Players

POSSIBILITY looms large that clean-shaven hockey players will represent Syracuse in the International League this season—because Nick Stemmler, sportscaster of WSYR, Syracuse, is awarding an electric shaver each week to the player voted "outstanding" by listeners.

WNOX Offerings

USING a blue ribbon motif and an insert to list the cost to sponsors of the various programs, WNOX, Knoxville, has published a brochure on its "Blue Ribbon Programs" giving a pictorial and verbal description of six station features available for sponsorship. WNOX also has produced a mailing piece centered around a letter from the L. & N. R. R. praising the station for securing the largest individual turnout to view the traveling radio exhibit cosponsored by 10 southern stations in cooperation with the L. & N. and N. C. & St. L. Railways.

* * *

Girl Grows Older

WHBF, Rock Island, Ill., again is using its "radio youngster" photos to illustrate promotion material. Photos are of Kristine Heyer, little daughter of Clair Heyer, national sales and promotion manager. The growing child carries the theme "The Same Lively Voice — But Growing Fast—and Now a Louder Yell!", depicting the usual coverage and market data as well as the $35,000 transmitter plant now under construction and the shift about Jan. 1 to 1240 kc with 1 kw day and night.

* * *

Tips to Dealers

FOR its advertisers, KRNT, Des Moines, is mailing to local dealers a series of promotion pieces describing programs involving products on their shelves. The pieces are titled "Radio Show Globe" for druggists and "Groceradio" for grocers. Wayne Welch, KRNT sales promotion manager, recently received a congratulatory letter from Frank Smith, General Foods associate advertising manager.

* * *

WOW On the Screen

A NEWSREEL type of film titled "Radio Goes to the Fair" has been booked in 350 theatres by WOW, Omaha. It shows the WOW mobile unit at Nebraska and Iowa fairs and depicts Foster May doing interviews. The film is five minutes in length and was photographed by H. F. Chenoweth, who has filmed WOW coverage at a number of events, along with other promotional work.

* * *

Serving Youth

A map of South America, locale for the juvenile series, shows the geographical locations with pictures of animals. Some 24 stamps, available two at a time from service stations, will be distributed to the young listeners, who affix them to the map.

* * *

Hoi Polloi Floy Floy

KDYL, Salt Lake City, is preparing a "Jitterbug Dictionary" with a glossary of Jitterbug slang as a giveaway in connection with *Jitterbug Jamboree*, heard thrice-weekly, midnight to 1 a. m. on KDYL.

* * *

Personal Satsumas

WCOA, Pensacola, Fla., is mailing boxes of Pensacola grow satsumas, a variety of tangerine. On each wrapper is printed the name of the recipient.

Serving Youth

HICKOK OIL Co., Toledo, has started to merchandise the *Black Flame of the Amazon* transcribed radio serial for juveniles produced in Hollywood recording studios by Aerogram Corp., according to F. L. Tracy, advertising manager of the oil organization.

The program was launched the first week of school to run five times a week over 11 stations in Michigan and Ohio for eight months the entire year. A 15-week campaign through service stations centers around the Hi-Speed Explorer's Club, named after the sponsor's gasoline, with application blanks, cards, pledges and other ideas.

The opening day of school a million illustrated dodgers were distributed with full information on the broadcasts, including the list of stations, the time schedule and starting date. Youngsters were urged on the program to go to their neighborhood service stations and get an application blank, and free ruler. The endorsement of parents was required on the blanks, and parents were also given a card with the list of cash awards to be given by the Hi-Speed gasoline stations. Other giveaways, including stamps for the South American maps, will be used in succeeding weeks.

* * *

The Pacific Slope

AN EIGHT-PAGE illustrated brochure which points out that wholesalers and national manufacturers "map" the Pacific Slope according to distribution areas rather than abritrarily-drawn geographical areas, has been mailed to 3200 western agency executives, advertising managers and sponsors by CBS, Hollywood. Telling the sales story of "Five Business States", the promotional piece outlines distribution areas used by 9 Pacific Coast drug wholesalers, National Wholesale Drug Association and the grocery distribution areas indicated in the Department of Commerce's "Atlas of Wholesale Grocery Trading Areas". From illustrating maps CBS constructs the Business States whose area includes 176 counties in nine states. As a closing sales message CBS states that its primary coverage of the Five Business States is 94.6% of the radio homes during daytime and 99.1% at night.

* * *

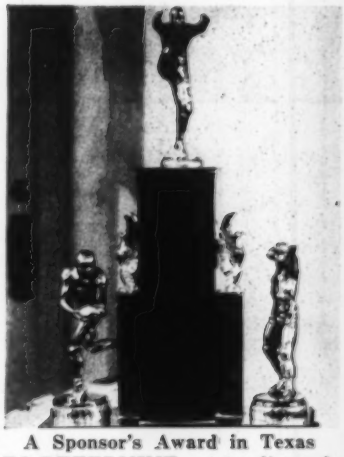
KGKO Circulation

WITH a press run of 9,500, KGKO, Fort Worth, claims a circulation record among regularly published promotion pieces for its monthly house organ, *KGKO Round-Up*. About 2,000 copies go to time-buyers and advertising prospects nationally, about as many to prospects in the Southwest, and the remainder are distributed by clients to their jobbers and retailers as a merchandising piece. KGKO is also publishing a weekly schedule and open time listing form, using the back cover for its sales messages.

* * *

Ranger Masks

WROK, Rockford, Ill., carrying the transcribed *Lone Ranger* thrice-weekly for Smith Oil & Refining Co., Rockford, has distributed 20,000 *Lone Ranger* masks. The give-away announcements were aired on only two programs, but already 5,000 more masks are on order to meet the demand.



A Sponsor's Award in Texas

TO DETERMINE outstanding college and high school football player of Texas, General Mills, Minneapolis, sponsors of *All Texas Football Round-Up* for Wheaties, over the Texas State Network, is conducting a state-wide poll of radio fans during its Monday through Friday broadcast over TSN's 23 stations. This silver-gold trophy will be presented the outstanding Texas college player. An identical award will be given the most favored high school player. Each "Wheaties" box top sent in by listeners counts 10 votes, and radio fans may vote as many times as they wish. Gov. James V. Allred will personally present the two trophies at the concluding broadcast in the Fort Worth studios of TSN Dec. 2. General Mills' football series has been presented since Sept. 26 under the direction of Zack Hurt, TSN sports supervisor, and has featured coaches, pep sessions and bands from leading colleges, universities and high schools.

* * *

Reasons for Radio

SETTING out the six most logical reasons why radio is the most desirable of all advertising mediums, along with comparative studies in circulation of newspapers in the area as against radio circulation, "Six Reasons for Radio Advertising" is the new promotion piece of KCMC, Texarkana, arranged by Manager Foster W. Fort.

* * *

Kansas City Organ

NEW house organ of WHB, Kansas City, the *WHBewgle*, was originated by Frank Barhydt, WHB continuity editor, when he figured members of the staff needed a news and gossip wholesaler. Under the present plan, a different staff member will edit each issue, with the office staff doing the presswork on a Ditto outfit.

* * *

Days They Listen

CKAC, Montreal, has reprinted an article by Chester E. Haring, Director of the Market Research Bureau of Hooper-Holmes Bureau, reporting the listening habits of set owners of Metropolitan Boston by days based on a study by the Yankee Network. In an explanatory letter, CKAC states that its study undertaken in Montreal 18 months ago coincided almost identically with the Boston survey. The Boston analysis showed Saturday and Thursday the most popular listening days, with Thursday, Sunday, Tuesday, Friday and Monday following in that order.

Today There Are 4R's in Education . . . Readin' . . . 'Ritin' 'Rithmetic and Radio

EDUCATIONAL broadcasts have never been a novelty at the Nation's Station . . . in fact, from the very first day of broadcast we have felt that among other things, Education definitely contributes to a well balanced broadcasting schedule.

Ten years ago, with the help of the Ohio State Department of Education, we pioneered in presenting classroom broadcasts through cooperation of the Ohio School of the Air. Today, that service, now known as The Nation's School of the Air, is heard in classrooms from coast to coast.

It is our belief that radio, in bringing to the classroom material not otherwise available, is making a definite contribution toward modern education.

In the realm of adult education we have consistently, from year to year, brought to our microphones the best material available in cooperation with many public and private organizations.

No, Education at the Nation's Station is no novelty. Today, as always we feel it is one of the important phases of our existence.

Joseph Ries

WLW'S *Educational Director*

The Nation's School of the Air is by no manner of means the only program created and produced by WLW's Educational Department. Other regular outstanding features include — Salute to the Cities, Los Amigos, Church Forum, Synagogue of the Air, Lutheran D. X. League, Nation's Family Prayer Period, Weather Reports, Market Reports, River Reports, Safety Bulletins, plus many special feature broadcasts.

An Interesting and educational broadcast was found by Joseph Ries in a large Cincinnati milling machine company where workers were interviewed . . . explained what they were making . . . what it would be used for . . . how they made it. Listeners found this broadcast like all WLW Educational programs, very much worth while.

"The Wheels Go 'Round," a regular feature of the Nation's School of the Air, takes Joseph Ries, WLW's Educational Director to Shelbyville, Ind., for a first hand interview in a cannery. Similar broadcasts emanated from a Pennsylvania coal mine, a fishery, a soap factory, etc.

"I Like Music," a regular Friday feature of the Nation's School of the Air, is broadcast from the Cincinnati College of Music. Other musical programs produced by the WLW Educational Department include the Cincinnati Symphony Society, the Cincinnati Zoo Opera and all visiting musical organizations.